



Safello becomes sponsor of the Swedish Cup in Counter-Strike 2025

Stockholm, 21 October 2025 | Safello, the leading cryptocurrency exchange in the Nordics, is joining as a new sponsor of the Swedish Cup in Counter-Strike 2025, Sweden's largest national esports tournament. The event will take place in November 2025 and will bring together thousands of players and an audience of over one million viewers through Fragbite Group's digital channels, Expressen, and live broadcasts on Twitch, YouTube and TikTok.

The partnership marks Safello's first foray into esports and aims to increase brand awareness and drive engagement for Safello's app and services among a tech-savvy and digitally oriented audience. Through the sponsorship, Safello will be featured across all Swedish Cup channels throughout the tournament period and during the final event in Stockholm at the end of November 2025.

The Swedish Cup is organized by Fragbite AB, a subsidiary of Safello's partner Fragbite Group AB (publ), and with a prize pool of SEK 300,000, it is the largest Swedish Counter-Strike tournament in terms of prize money and prestige. The competition offers Swedish CS players the opportunity to advance from their home setups to LAN finals in front of a live audience.

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For more information, please contact

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Certified Adviser

Amudova AB is Safello's certified adviser.

Safello is the leading cryptocurrency exchange in the Nordics with over 410,000 users and founded 2013. The company's mission is to make crypto accessible to everyone. Safello offers a secure and seamless solution for buying, selling, storing, depositing and withdrawing cryptocurrencies directly from the blockchain – all through smooth transactions with instant delivery. Safello AB operates in Sweden and is authorized as a crypto-asset service provider under MiCA. The parent company, Safello Group AB, has been listed on Nasdaq First North Growth Market since 2021. For more information, visit www.safello.com.