



Astralis Group to merge all activities and teams into the Astralis brand

With immediate effect, Astralis Group will merge all the organizations activities and teams into one globally recognized brand: Astralis.

Being the most successful Counter-Strike team of all times, Astralis is already one of the most iconic brands in esports and with the inclusion of Astralis Group's League of Legends team (previously Origen) and FIFA roster (Future FC), Astralis positions itself as one of the biggest esports brands in Europe and a major global player.

Anders Horsholt, CEO of Astralis Group:

- Through the merger of all activities and our team brands, we position ourselves as a leading in international esports. Already today, the red star is iconic in the esports scene and we have made the strategic decision to dedicate all resources to creating a truly global brand in esports and gaming. Digitally, physically and team wise, all our future activities will be done in the Astralis name and based upon the same values that characterize the organization.
- Over the past couple of years all our brands have grown in terms of fans and viewers, but especially the Astralis brand stands out as very strong and recognizable beyond the core esports scene. By merging all activities not only do we become one of the most significant esports brands in a fast growing global industry, we will also be able to create a new space for fans of all kinds with much more on the shelves when it comes to merchandise, media activities and new fan related products.

Astralis is known for always seeking to progress and being a global pioneer when it comes to advocating a positive, balanced lifestyle. This will still be the case across all teams and activities.

Anders Horsholt:

- We are investing significantly in this to elevate everything around our teams. From the way we work with the individual players and teams, the culture of the organization and what we offer to fans and our other stakeholders. We want to champion the positive potential of gaming through example by providing a guiding star for aspiring gamers worldwide.
- Ultimately we want to be a contender for the title in all tournaments our teams participate and we want to do it the Astralis way by pushing not only our own potential, but that of esports and gaming in general, Horsholt concludes.

More about the **new League of Legends organization**, FIFA21 squad and Astralis Counter-Strike on the new online portal www.astralis.gg

Astralis owns a permanent franchise spot in League of Legends's European league, LEC.

In Counter-Strike, the organization owns 1/14th of Pro League with a permanent spot in the world's biggest tournament, just like the team has a permanent spot in the global BLAST Premier tournament.

In FIFA, Astralis presently have 3 players in Teca (the best female player in the world), Danish Fatih Üstun and Roei Feldmann from Israel, both among the top performing players globally.

Astralis Group is publicly traded on Nasdaq First North Growth Market.