



ASTRALIS

COMPANY ANNOUNCEMENT 1 / 2022

Astralis A/S

Otto Busses Vej 7, 2nd floor

DK-2450 Copenhagen SV

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Astralis A/S acquires majority stake in Danish PIXEL.TV ApS

Astralis has acquired the majority stake in PIXEL.TV, a Danish production house and broadcaster in the entertainment segment of gaming, gadgets, gear, and movies.

PIXEL.TV's management will continue unchanged, and Founder Thomas Bense will continue as CEO of PIXEL.TV. Thomas Bense Holding will remain a significant shareholder.

Anders Hørsholt, CEO of Astralis:

"PIXEL.TV was the first Danish internet-based TV platform and over the past decade CEO and Founder Thomas Bense has built a strong position for PIXEL.TV in the Danish gaming and entertainment community. Through the acquisition of PIXEL.TV we significantly strengthen our digital production, presence, and reach to further engage a fast-growing Danish and international audience."

About Astralis A/S

Astralis owns all commercial rights and activities of the Astralis brand, media and esports teams. Astralis has teams in League of Legends, Rainbow6, FIFA, Fortnite and Counter-Strike. In League of Legends Astralis owns a permanent franchise spot in LEC, and in Counter-Strike the organisation owns 1/14th of Pro League and permanent spots in Pro League and BLAST Premier.

All commercial, brand and team activities are gathered on the online platform www.astralis.gg.

The half-year report for 2021 and other investor related information can be found on www.astralis.gg/investor.

Best Regards

Astralis A/S

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