

Astralis and Roobet in new Commercial Partnership

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Astralis and the fast-growing betting and casino platform Roobet team up in a new, significant commercial partnership giving Roobet exposure on the jerseys of Astralis' Counter-Strike team and digital platforms.

Besides logo exposure, the two-year deal includes digital activation and campaigns to be rolled out over the contract period.

Kasper Sindt, Commercial Director, Astralis:

- Roobet came to us looking for a partner to help establishing and growing the Roobet brand in the international esports community. It did not take long to establish that there was a match between our common ambitions and our digital position and capabilities, so it was all about tailoring a partnership agreement to meet the high expectations of both parties.

- With a background in the gaming scene, the Roobet management is very familiar with the potential and fan engagement in esports, and I am glad we have come to a two-year agreement, giving us time and room to deliver on all parameters. It is a significant agreement for Astralis and we are proud to welcome Roobet to our family, Kasper Sindt comments.

David Kostap, Marketing Director, Roobet:

- For Roobet, this partnership is all about reaching and engaging the vast number of fans in our key markets. Astralis is a lighthouse in esports with their unique approach to the game, fans, and players, and with dedicated and professional organization, leaving very little to circumstances.

- We entered the market in 2018 with a new way of online betting and casino, and today we have proven our product and are the fastest growing brand in our industry. This is a position we want to extend and we're proud to become a key partner for Astralis, both visually on the players' jersey and through a range of digital activations over the coming years, says...

Astralis joins Roobet Cup

On top of the partnership announcement, Astralis also confirms participation in the coming 250,000 USD Counter-Strike tournament Roobet Cup. Other teams in the online tournament include FaZe, Furia, Cloud 9, BIG, Mouz, and Ence.

The agreement is of significant value. The parties have agreed not to comment further upon financials.

Contacts

- Jakob Hansen, CFO, +45 4186 4713, jhansen@astralis.gg
- Steen Laursen, Director of Comms, +4561438922, steen@astralis.gg

Attachments

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