



COMPANY ANNOUNCEMENT NO 8 / 2022

Astralis A/S  
Otto Busses Vej 7, 2nd floor  
DK-2450 Copenhagen SV  
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### **Astralis A/S Launches Media Company**

Astralis launches a Media Company, Blackbox Media, with focus on the gaming industry. Astralis will be majority owners in the company which will be co-owned by Keld Reinicke, Henrik Juul and Jakob Lund Kristensen.

CEO of Blackbox Media will be Jakob Lund Kristensen, who will be stepping down from his role as CRO and leave the Management in Astralis. The board will consist of Henrik Juul, Keld Reinicke, Jakob Hansen (Astralis A/S) and Chairman Anders Hørsholt (Astralis A/S).

### **Anders Hørsholt, CEO Astralis A/S**

- To strengthen our overall business and position in the wide, vast and growing gaming audience, we now launch a new modern media company together with some of the most experienced and creative minds in the media- and advertising industry. Blackbox Media will be a unique and independent actor in the media industry, giving Astralis a much larger palette of media to work with, and new opportunities vis-à-vis our existing and future commercial partners.

- In our work over recent years, we have seen a growing world of opportunities in a significantly larger and even more commercially mature market, which no one yet has really managed to embrace and exploit. Our ambition is that Blackbox Media will become that entity, being its own business and ultimately strengthening Astralis' commercial promise and position, says Hørsholt.

### **About Astralis A/S**

*Astralis is a globally leading esports-, and media organization with digital and physical assets and activities across esports and general gaming. We hold rights in premium international esports leagues, including LEC, BLAST Premier, and Pro League, and own the retail and gaming facilities of Astralis Nexus. Astralis A/S is listed on Nasdaq Copenhagen under the ASTRLS ticker. More on [www.astralis.gg](http://www.astralis.gg).*

Best Regards  
Astralis A/S

Anders Hørsholt  
CEO

### **Certified Advisor**

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