

# Company Announcement 7, 2023 - Astralis A/S sells majority stake in PIXEL.TV ApS

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## - CONTAINS INSIDE INFORMATION -

Astralis has sold 41 percent of the ownership in [PIXEL.TV](#) to Tøkerød PLUS and will no longer be a majority shareholder. Astralis A/S will continue to own 10 percent of [PIXEL.TV](#) ApS and be represented in the Advisory Board of the company.

In corporate announcement no. 1. 2023, Astralis expected revenue between DKK 85 and DKK 90 million and an EBITDA between DKK 0 million and DKK 5 million for 2023. As a consequence of the sale of [PIXEL.TV](#) the guidance for 2023 is changed to:

- Revenue between DKK 82 and DKK 87 million and,
- EBITDA between DKK -1 million and DKK 4 million

Anders Hørsholt, CEO of Astralis:

“The business model behind [PIXEL.TV](#) does not match our strategy going forward, and as such owning a majority stake would prevent fulfilling the potential of the company. Therefore, we have decided to sell the majority stake in [PIXEL.TV](#), while keeping 10% as an investment in a product and a company with a positive potential. As a member of the Advisory Board, we will continue to provide the Management of [PIXEL.TV](#) with our insights.”

### About Astralis A/S

Astralis owns all commercial rights and activities of the Astralis brand, media and esports teams. Astralis has teams and activities across main esports titles with a permanent franchise spot in League of Legends' LEC, and in Counter-Strike the organization is a part owner of Pro League and owns permanent spots in Pro League and BLAST Premier.

All commercial, brand and team activities are gathered on the online platform [www.astralis.gg](http://www.astralis.gg).

The annual report for 2022 and other investor-related information can be found at [www.astralis.gg/investor](http://www.astralis.gg/investor).

Best Regards

Astralis A/S

Anders Hørsholt  
CEO

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### Attachments

- [Download announcement as PDF.pdf](#)
- [Corporate Announcement No. 7 - Sale of majority stake in PIXEL.TV ApS.pdf](#)