

Premium Audio Products for Gaming: Astralis and Bang & Olufsen in New Partnership



Astralis Group and Bang & Olufsen today announced a three-year commercial partnership. The renowned Danish audio brand will equip all Astralis team and players with products for off-screen use, while also becoming the main sponsor of the FIFA team. As a key aspect of the partnership, Bang & Olufsen will leverage Astralis' unique competencies and insights from the industry to support the development of their future gaming portfolio.

Jakob Lund Kristensen, Co-Founder and CCO in Astralis Group:

- Needless to say, we are thrilled to announce our partnership with Bang & Olufsen. The partnership is of great value not only commercially, but also brand wise as Bang & Olufsen shares the values of Astralis: To be on top of their game with a clear identity and uncompromising approach to craft and quality.
- We will be working together to promote Bang & Olufsen products, while Bang & Olufsen will be main sponsor for our FIFA team with jersey exposure and digital appearance. The agreement is a Group Partnership, though, covering both the organisation and the players on our three teams when they are off the server, travelling and working out.
- By entering the partnership, we are adding a very special partner to our portfolio and opening up new ways of working with the combination of esports and gaming, also on product development, which is very much in line with our vision for Astralis, says Jakob Lund Kristensen.

Bang & Olufsen gaming headphones ready Spring 2021

Christoffer Poulsen, SVP of Product Management in Bang & Olufsen:

- We are excited to partner with one of the world's leading e-sports organisations as we venture into gaming. The gamers we want to reach have grown up with gaming and use it to relax and have fun, challenge themselves and provide mental stimulation. They have the passion and funds to invest in gaming hardware but find that the industry has left them behind on the appreciation of sound, quality, and comfort.

- We expect to leverage on Astralis' unique position and capabilities to help us realise the commercial potential in the gaming industry, which is valued more than twice the size of the movie and music industries combined. The first product in our gaming portfolio is a set of headphones that will be available Spring 2021. A premium product, which will bring Bang & Olufsen standards into gaming for the first time, says Christoffer Poulsen.

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive products are sold worldwide in Bang & Olufsen stores, on bang-olufsen.com and in select retailers. The company employs approximately 700 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

ABOUT ASTRALIS GROUP

Astralis Group is a publicly listed esports media company which owns and operates the Astralis brand including all media and commercial rights. Presently active in League of Legends, FIFA and Counter-Strike.