



# Fragsters - press kit

**Vision:**

The preferred e-sports partner.

**How:**

Through innovation, culture and high quality

**Why:**

Because we're obsessed with improving the standards for all people in the e-sport industry as well as supporting our partners to create value through the rapidly growing gaming audience.

# What is Fragsters?

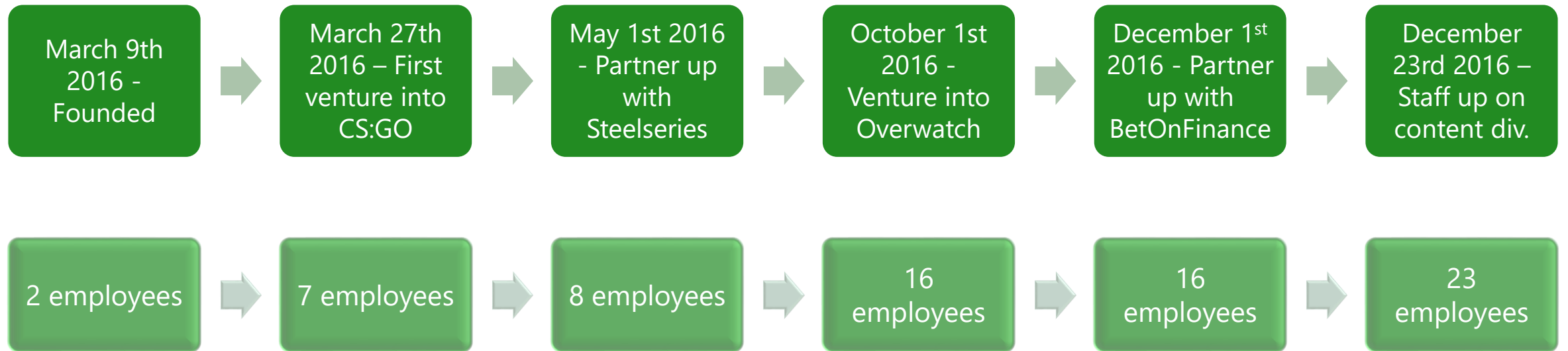
Fragsters want to become the preferred Nordic e-sports partner.

**Mission:**

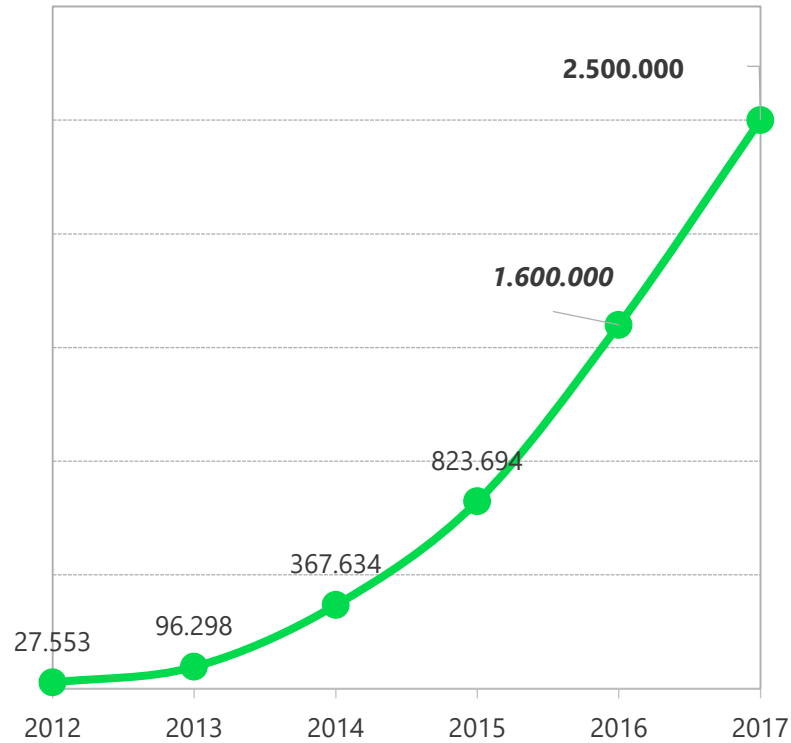
To become the preferred partner among young e-Sport talents who has a dream of becoming competitive e-Sport professionals.  
To become the preferred partner among brands who has a goal of achieving increased awareness and loyalty through the e-sports industry.  
To become the preferred partner among investors who see the e-sports industry as commercially interesting with positive returns.



# Company facts 2016



# Phenomenal e-sport growth



## Counter-Strike

Number of active players in total\*

\*Numbers from Steam

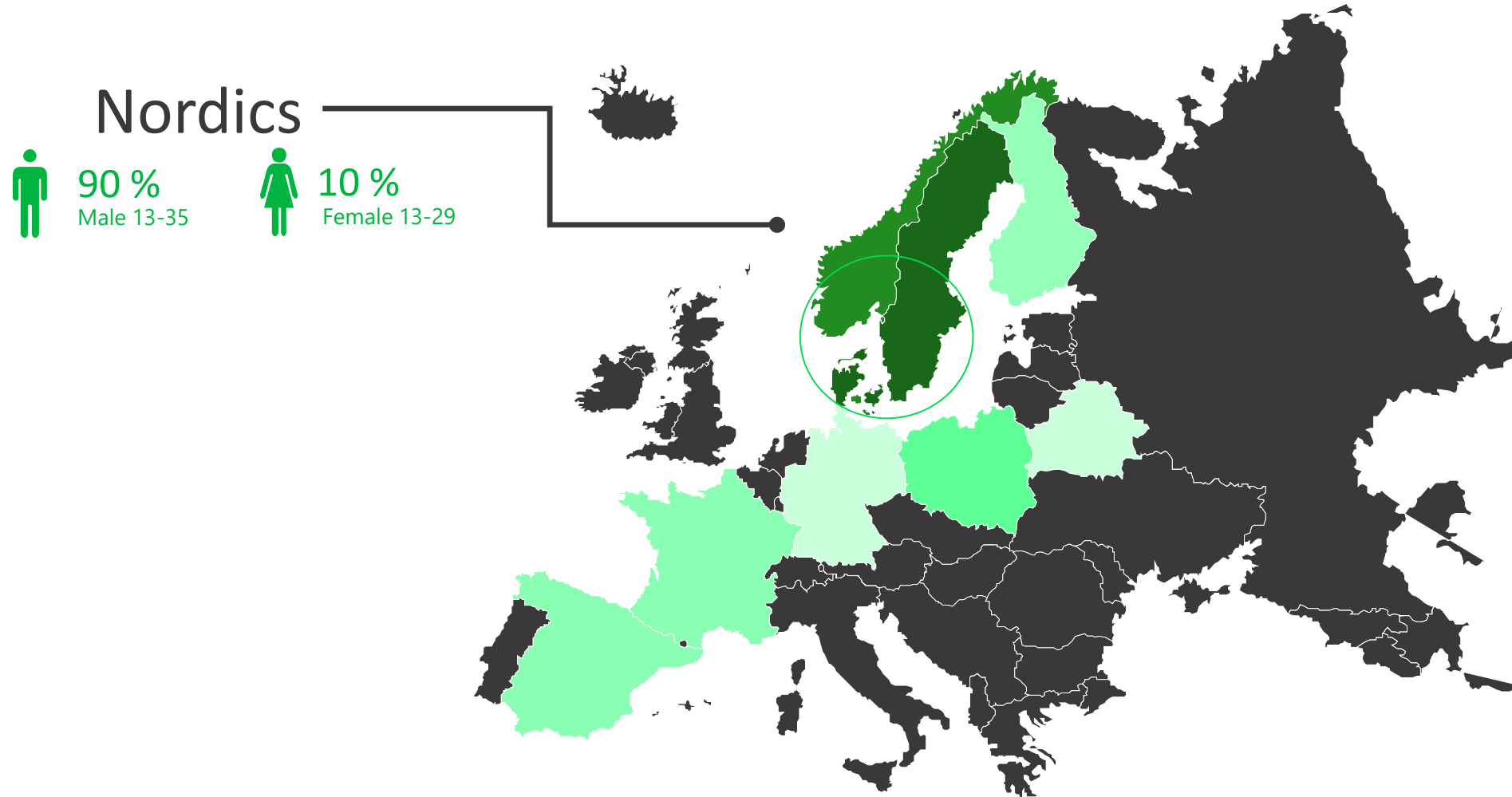
Reach the M13-29 tech target



# The typical e-Sport consumer



# Highest per capita in Counter-Strike



# Who should target e-sports?

\* In random order

01

Electronics shops and niche gadget shops, preferably online.

02

Soda/energy drinks or convenient food chains / service with an online order system for delivery.

03

Sports clothing or clothes with the specific target group of younger males. Preferably online.

04

Company that arranges travels for youngsters, party, active or ski-winter-travel designed for students in all ages.

05

Perfume, deodorant or shaving brands that focuses on the younger male segment.

06

Producers of gear designed for online and LAN-gaming, hardware or laptops.

07

Schools, universities and companies who wish to attract students for school or direct work after school has ended.

08

Betting-companies, especially sports or e-sports betting online. Public info campaigns.

# Why Fragsters?



## Content Marketing 2017 and forward

We understand, that companies and departments have different KPI sets. We attack the one or those which the customer wants to measure and sets the goals as part of our contract.

We recommend a monthly or quarterly follow up.



**Awareness**  
Total awareness  
in the target group



**Preference**  
Price- or quality  
preference



**Sign ups**  
Measuring leads  
in the target group



**Increased traffic**  
In a shop or online



# Who is behind it all?



**Morten Beutelmann**  
**Business & Media**

Account Director in award winning media agency MediaCom and former Nordic Brand Manager at Komplet

**HD Marketing Management**

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