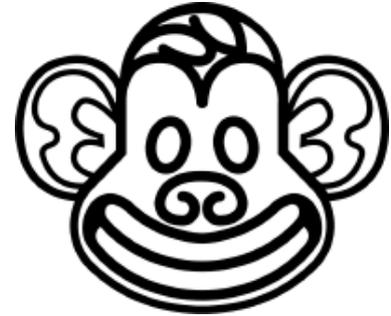


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## Portfolio update: RightBridge Ventures AB (“RBV”) invests in esports organisation Lilmix Esports AB (“Lilmix”)

**Stockholm, 12 March 2021**- We would like to welcome Lilmix ([www.lilmix.gg](http://www.lilmix.gg)) to the RBV ecosystem.

Lilmix has become one of the best Counter Strike Global Offensive (CS:GO) teams in the Nordics with top pole positions in elite leagues such as Esportal Nordic Invitational, Frag League or Swedish Elitseries CS:GO. Furthermore, Lilmix is rapidly claiming elite positions in the world ranking. According to HLTVs world ranking ([www.hltv.org](http://www.hltv.org)), Lilmix is among top 50 best CS:GO teams in the world.



“At the beginning it was just a fun “thing” in order to participate in the Swedish Elitserien, the highest Counter Strike: Global Offensive league in Sweden. But soon we noticed that Lilmix Esports grew tremendously and efficiently in a positive way. Fans and supporters have increased at a fast pace, which helped us gain sponsors and partners in different ways. With the help of our successful teams, live streamers and active social media we formed the Esport organization Lilmix Esports” says Lilmix CEO, Max “quix” Lindkvist

“This is a great team! It is amazing how they have achieved great results with small means, driven by passion and goodwill. Lilmix is not only claiming in the professional esports ranks and attracting thousands of fans (above 16 000 average peak viewers across the 55<sup>(1)</sup> matches recorded by esports charts – [www.escharts.com](http://www.escharts.com)), but they have also a very clear anti-toxicity philosophy and attitude: Lilmix vision is to build up a brand around the different teams playing for them. When playing for Lilmix you are not only participating as a team, but you are also a part of something greater. You are included in #Lilfam which is another word for family. Lilmix strives for a friendly and fun play style, against all forms of bullying and exclusion. Lilmix combination of growth, long term perspective around the team and outspoken anti – toxicity attitude is aligned with our vision and it is an appealing combination for brands and fans. These has been decisive aspects of RBV investment decision.” Says Carlos Barrios, RBV:s CEO

Lilmix fields esports teams in Counter-Strike: Global Offensive and Rocket League with over 35 000 followers in – twitch and c. 40 000 hours watched during the last 18 months in their Lilmix\_TV Twitch channel. This is just the beginning. The investment in Lilmix shall be a booster to come closer to fans and brands as well as to expand the capabilities and reach of the organisation

RBV's investment in Lilmix is part of RBV wider initiative oriented to serve as catalyst of the esports and gaming grassroots and start-up community. For that purpose, RBV invests in assets that act as catalyst, data generator and testbed for gamers and entrepreneurs to interact, show their gaming and business skills under the values of fair-play, innovation and non - toxicity.

<sup>(1)</sup> Lilmix has played over 230 official matches during 2020, winning over 65% of them

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### About RightBridge Ventures

RightBridge Ventures is an investment company based in Stockholm (Sweden) dedicated to investing in companies that shape the future of esports and gaming as part of the digital entertainment industry. The intention of RBV board of directors is to present a motion for public listing of RBV during 2021. For more information visit [www.rightbridge.se](http://www.rightbridge.se) or get updates by following us on Instagram and LinkedIn. Contact: [jointhejourney@rightbridge.se](mailto:jointhejourney@rightbridge.se)

### About Lilmix Esports AB

Lilmix was founded in 2018. Lilmix vision is to build up a brand around the different teams playing for them. When playing for Lilmix you are not only participating as a team, you are a part of something greater. You are included in #Lilfam which is another word for family. We strive to build up a familiar feeling when surrounded by Lilmix fans, we want them to feel concluded and that we are playing for them when competing in tournaments. For more information visit [www.lilmix.gg](http://www.lilmix.gg)