



PRESS RELEASE
16 March 2023

Gothenburg's first gaming center for gamers of all ages is now opening on Avenyn

With more than 200 gaming stations, numerous games, food and drinks as well as adults who are always present, Inferno Online is taking its place on Gothenburg's main boulevard. On Thursday, the newly renovated premises are being inaugurated which will become a social and safe meeting place for children, young people and adults to play games on PC and TV.

On 16 March, the doors will open to Gothenburg's first gaming center – Inferno Online. Gamers of all ages are welcome to the newly renovated and conceptualised premises at Kungssportsavenyn 26 to socialise and play new games as well as old classics online.

The facility in Gothenburg will become the sixth of its kind in Sweden and Inferno Online's first center outside of Stockholm and Malmö. The gaming center on Avenyn is the second largest of the chain's six facilities and the most complete," says the CEO Viktor Ekberg.

"It has always been obvious to establish in Gothenburg, but the right location is very important for us and it was not until the contact with Balder and the premises on Avenyn that we felt we have found the right place. We have taken the best from our other facilities to be able to offer visitors the finest experience under one roof here in Gothenburg," says Viktor Ekberg, CEO of Inferno Online.

The premises are owned by Fastighets AB Balder and together the parties have developed and adapted the premises to the needs of the business to make them into a natural and welcoming destination in the city.

"Inferno Online is totally in tune with the times and is offering something that appeals to many people but which until now has been missing in Gothenburg. The location on Avenyn is perfect and I am convinced that the gaming center will attract new target groups and more people to the city's most fashionable street. We are very happy about the excellent collaboration with Inferno and look forward to following their journey," says Kevin Holgersson, Regional Manager for Commercial Properties at Balder.

In total, Inferno Online has more than 800 PCs and consoles in three Swedish cities. Apart from an easy and social way to have a LAN party, Inferno Online also arranges children's parties, after works, corporate events etc. Visit [Inferno Online](#) for more information about the gaming center.

For more information, please contact:

Viktor Ekberg, CEO Inferno Online, tel. +46 76 325 83 98
Eva Jonasson, Media Relations, Balder, tel. +46 31 10 79 44

[Fastighets AB Balder](#) is a listed property company that owns, manages and develops residential and commercial properties in Sweden, Denmark, Finland, Norway, Germany and the United Kingdom. The head office is located in Gothenburg. As of 31 December 2022, the property portfolio had a value of SEK 217.4 billion. The Balder share is listed on Nasdaq Stockholm, Large Cap.