

Recharge Group become Benelux Digital Partner for EA FC25 Championships with Startselect Brand

Startselect, a Recharge Group brand, partners with PSN and Go!Gaming to Exclusively Launch EA FC25 Championships in the Benelux

Amsterdam, Netherlands | 16th September 2024 - [Startselect](#), a [Recharge Group](#) brand specialising in prepaid gaming cards, will be the exclusive launch partner for the EA Sports FC25 championships in the Benelux region in collaboration with [Go!Gaming](#) and [PlayStation](#), taking on the partnership from previous offline retailers.

Go!Gaming, the largest gaming arcade network in the Netherlands, and leading video game platform PlayStation, selected Startselect as the official exclusive digital partner for the Benelux launch of EA FC2025 Championships. Startselect takes on the partnership from previous offline retailers, a consumer electronics retailer with over 1000 stores across Europe, and becomes Go!Gaming's first digital-only launch partner for the championships.

From the 20th of September, gamers across the Netherlands will experience EA FC25 for the first time at Go!Gaming's arcade locations and compete in the largest championship playoff in the Benelux region. Gamers will be directed to Startselect's website through QR codes at Go!Gaming's arcades to purchase digital editions of EA FC25 and have the chance to win promotional giveaways.

Fabian Spaargaren, CEO of Startselect, said: "We are excited to partner with Go!Gaming and PlayStation to enhance the digital experience of gamers during one of this year's most important game launches. Consumers across the Benelux region will be able to seamlessly purchase the EA FC25 through the Startselect store whilst engaging in fun competitions and giveaways."

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About Recharge

Recharge is a B2C prepaid payments platform operating multiple digital storefronts including Recharge.com and Startselect.com. With its mission to 'Make Prepaid Easy,' the company offers over 16,000 digital vouchers and prepaid products, for large prepaid categories such as e-gift, shopping, and gaming cards, prepaid money cards, and international mobile and cross-

border top ups. Founded in 2010, today they operate in over 180 markets whilst headquartered in Amsterdam. The company is backed by Prime Ventures, Smartfin, Committed Capital and BlackRock.