



Lars Wingefors

Chair of the Board & Co-founder

Proposed for re-election (Chair of the Board)

Biography

Born: 1977

Co-founder of Embracer Group

Chair of the Board, elected 2025

Board member, since 2016

Education/background: Lars Wingefors is founder and former CEO of Embracer Group. Lars Wingefors started his first video games company at the age of sixteen. He has broad and long experience in entrepreneurship and business management.

Current relevant assignments: Lars Wingefors is board member and CEO of Lars Wingefors AB, and chair of the board of Asmodee Group AB, board member of Coffee Stain Group AB and Storytel AB (publ).

Holdings in Embracer Group: Lars Wingefors holds 80.26% of the shares and 96.42% of the votes of Lars Wingefors AB which in turn holds 9,000,000 A shares and 36,047,907 B shares in Embracer Group AB (publ).

Position of dependency: Dependent in relation to major shareholders, dependent in relation to the company and management.



Kicki Wallje-Lund

Deputy Chair of the Board

Proposed for re-election (board member)

Biography

Born: 1953

Deputy Chair of the Board elected 2025

Chair of the board, 2016-2025

Member of the board's audit and sustainability committee.

Education/background: Kicki Wallje-Lund has experience in business development from a variety of international companies, especially in the IT sector, primarily for the banking and finance industry as well as board assignments for listed companies on Nasdaq Stockholm, Large and Small cap. She has held leading global positions in companies like NCR, Digital Equipment, AT & T, Philips, ICL and Unisys.

Current assignments: Kicki Wallje-Lund is deputy chair of the board of Asmodee Group AB and board member of Coffee Stain Group AB.

Holdings in Embracer Group: Kicki Wallje-Lund holds 17,700 B shares in Embracer Group AB (publ).

Position of dependency: Independent in relation to major shareholders, independent in relation to the company and management.



Jacob Jonmyren

Board member

Proposed for re-election

Biography

Born: 1980

Board member elected 2018

Member of the board's audit and sustainability committee. Member of the board's remuneration committee.

Education/background: Jacob Jonmyren holds a M.Sc in Accounting and Financial Management from Stockholm School of Economics and has studied Finance at University of Wisconsin and Media & Communication Studies (Master level) at Stockholm University. Jacob Jonmyren has long experience from the financial markets.

Current assignments: Jacob Jonmyren is CEO and board member at Jacob Jonmyren Kapital AB, chair of the board of Lars Wingefors AB, Consilio International AB and Coffee Stain Group AB. Board member of Wise Birds AB, Garo AB (publ), Asmodee Group AB and Keep Pushing Group AB. Deputy board member of Abios Holding AB.

Holdings in Embracer Group: Jacob Jonmyren holds 1.13% of the shares and 0.21% of the votes of Lars Wingefors AB which in turn holds 9,000,000 A shares and 36,047,907 B shares. Jacob Jonmyren also holds 15,333 B shares in Embracer Group AB (publ) privately.

Position of dependency: Dependent in relation to major shareholders, independent in relation to the company and management.



Yasmina Brihi

Board member

Proposed for re-election

Biography

Born: 1975

Board member elected 2023

Member of the board's remuneration committee.

Education/background: Yasmina Brihi holds an MBA from Harvard Business School. Yasmina has held several senior management positions within Google, including Senior Director Marketing and Senior Product Manager. She is well experienced in building and scaling businesses in multiple industries such as devices, music, gaming and e-Commerce. This includes vast experience in leading and growing large organizations, shaping and transforming team culture across geographies.

Current assignments: No other current assignments.

Holdings in Embracer Group: Yasmina Brihi holds 867 B shares in Embracer Group AB (publ).

Position of dependency: Independent in relation to major shareholders, independent in relation to the company and management.



Cecilia Qvist

Board member

Proposed for re-election

Biography

Born: 1972

Board member elected 2023

Member of the board's remuneration committee.

Education/background: Cecilia Qvist holds an MBA from the University of Edinburgh and has more than 25 years of international executive leadership and board experience from technology-driven and consumer-focused companies. She has held senior executive roles at Spotify, LEGO Ventures, NASDAQ, and Leia, with a focus on innovation, digital transformation, international expansion, and scaling global businesses. Cecilia has led strategic initiatives across multiple continents and has extensive experience in building and developing organizations in rapidly evolving markets. Her experience spans digital platforms, consumer technology, media, e-commerce, and healthcare.

Current assignments: Cecilia Qvist is chair of the board of Apotea AB (publ).

Holdings in Embracer Group: Cecilia Qvist holds 2,350 B shares in Embracer Group AB (publ).

Position of dependency: Independent in relation to major shareholders, independent in relation to the company and management.



Brian Ward

Board member

Proposed for re-election

Biography

Born: 1957

Board member elected 2024

Education/background: Brian is the Founding CEO of Savvy Games Group, the world's sixth largest games publisher and largest esports live events and production company, with 4000+ employees in more than 25 countries. He has 30 years of games studio and operations experience, including senior positions at Electronic Arts, Microsoft, and Activision Blizzard. In those roles he executed strategies and led teams that quadrupled revenue over five years while delivering industry-leading margins at two leading publishers. He holds Business and Law degrees from the University of Alberta and has built multiple award-winning teams in startup, \$400M and \$4B organizations.

Current assignments: CEO of Savvy Games Group

Holdings in Embracer Group: Brian Ward has no holding of shares in Embracer Group AB (publ).

Position of dependency: Independent in relation to major shareholders, independent in relation to the company and management.