THQ Nordic ➡️ Embracer Group
Launch video not included
We embrace great people, great companies and great ideas.
Great people.
Great companies.
The Board.
Strengthening the parent company further.
Parent company organisation

Lars Wingefors
Founder & Group CEO

Erik Stenberg
Co-Founder & Deputy Group CEO

Johan Ekström
Group CFO

Egil Strunke
Chief Operating Officer

Joachim Wingårdh
Mergers & Acquisitions

Maria Lyrén
PA to CEO

Karin Edner
Corporate Governance & Sustainability

Johan Hermerén
Business Developer

Peter Ågren
Finance

Ronny Karlsson
Finance

Beatrice Flink Forsgren
Brand and Communication
Smarter business – our approach to sustainability.
A year ago
“Operating sustainably is becoming increasingly important”
“Growing Investor Attention to Sustainability”
“What does sustainability mean to us?”
“It’s always been important for us at Embracer Group to be part of the world around us, to keep being a good place to work and attract more great people”
We want to make business decisions that are focused on the future and creating long term value.
To keep up and be set up for the future, we need to be smart in how we do business.
Start small and focusing on what matters most.
Interviews with a wide selection of our employees
“Our employees take pride in their work and they want to do good”
Key take aways...
Key take aways:

- Companies within Embracer Group deliver passionate and creative work.
Key take aways:

- Key that each subsidiary have the independence to set their own ambitions for their sustainability work
Key take aways:

- Integrating sustainability in Embracer Group’s business strategy, will help show that we are in it for the long run.
- And…
The gaming industry has several issues to deal with.
Smarter Business is our approach to sustainability.
“Embracer Group is not like everyone else, our creativity, business sense and always keeping it real is what makes us stand out”
“Make sure we are true to ourselves, but more important, being true is to stand for respectable values shared by the many”
For us, smarter business is all about operating in a sustainable way making sure we run a sound business that helps create value to all our stakeholders while staying true to our way of doing things.
Four pillars will help us focus our efforts and work:
We focus on creating long term value through our four pillars.

- Smarter Business
- Solid Work
- Great People
- Greener Planet
1. Business Sense

With honesty and trust we make acquisitions and build brand value for the long term

Focus areas

- Explore new business models and go beyond innovating products
- Increase transparency
- Anti-corruption
- Risk management
- Compliance code
- Consumer data protection
2. Solid Work

Our products entertain and create feelings, based on creative expression and common sense.

Focus areas

- Continue to innovate and explore new creative fields
- Responsible gaming content
- Responsible marketing
- Work against gaming addiction
- Increase accessibility with our games and make them for all
3. Great People

Our people are creative, dedicated and our most important asset

Focus areas
- Increase diversity, different perspectives, and skillsets
- Nurture creative independence and talent development
- Work-life balance
- Offer the most creative workplaces
- Community involvement and volunteering
4. Greener Planet

We want to make our planet greener through innovation and technological advancements.

Focus areas

- Invest in partnerships that focus on preventing and mitigating the climatic impact
- Minimize environmental footprint from our operations
- Engage in initiatives that impact the local surroundings
Going forward we will, together with our employees, identify activities that fit under each pillar and start working on the initiatives each subsidiary believes create the most value.
Responsible for the roll-out:

Karin Edner
Corporate Governance & Sustainability Coordinator
Embracer Group
We are on a journey to do better through creating great entertainment, be a great place to work and do better for the environment.
Great ideas.
Line up – upcoming games (video not included)