

Press release

Karlstad, 23 January, 2020

Embracer Group subsidiary Amplifier Game Invest establishes a new game development studio: River End Games

River End Games is a new game development studio based in Gothenburg, Sweden. Funded and supported by Embracer Group's fully owned subsidiary Amplifier Game Invest, it comprises a hand-picked team of highly experienced game developers lead by Anders Hejdenberg and Karl Broström.

"At Amplifier Game Invest, we saw an opportunity to build an exceptional team and to found a new ambitious studio in Gothenburg, Sweden. We approached Anders Hejdenberg and Karl Broström and they were both thrilled at the opportunity," says Per-Arne Lundberg, CEO of Amplifier Game Invest (until recently known as Goodbye Kansas Game Invest).

River End Games will have a team of six experienced developers from the start, with an average industry experience of 18 years. They are already well underway with the development of the studio's first title, building on an original IP, with a deep narrative and exquisite visual design.

By setting up and fully owning a completely new studio, with full funding and the support from the successful global Embracer Group, Amplifier Game Invest establishes a new model that fills a gap in the market. The aim is to attract ambitious and experienced game development talents by giving them creative freedom to develop great games and grow. With the new model, the developers will get a financial incentive based on the performance of the released games, allowing them to focus entirely on the creative process.

River End Games is a fully owned subsidiary of Amplifier Game Invest AB, joining the ranks of several game development companies already part of the Amplifier family. Amplifier Game Invest is a subsidiary of Embracer Group.

For more information, please contact:

Lars Wingefors, co-founder and Group CEO Embracer Group

Tel: +46 708 47 19 78

E-mail: lars.wingefors@embracer.com

Per-Arne Lundberg, CEO Amplifier Game Invest

per-arne.lundberg@amplifierngameinvest.com

Telefon: +46 705 660 555

Anders Hejdenberg, Creative Director River End Games

anders@riverendgames.com

www.riverendgames.com

About Amplifier Game Invest:

Amplifier Game Invest (formerly known as Goodbye Kansas Game Invest), based in Stockholm, Sweden, seeks and invests internationally in the most talented companies in the gaming industry. The goal is, through the addition of expertise and experience in game development, to strengthen the companies and create more successful games in the long term. Amplifier Game Invest currently has active operations in companies in Sweden, Denmark and Norway. Amplifier Game Invest is a wholly-owned subsidiary to Embracer Group AB.

For more information, please visit: www.amplifierngameinvest.com

About Embracer Group

Embracer Group is the parent company of businesses developing and publishing PC and console games for the global games market.

The Group has an extensive catalogue of over 130 owned franchises, such as Saints Row, Goat Simulator, Dead Island, Darksiders, Metro, MX vs ATV, Kingdoms of Amalur, TimeSplitters, Satisfactory and Wreckfest amongst many others. With its head office based in Karlstad, Sweden, Embracer Group has a global presence through its three operative groups: Koch Media GmbH, THQ Nordic GmbH, and Coffee Stain AB. The group has nineteen internal game development studios and are engaging more than 3,000 employees and contracted employers in more than 40 countries.

Embracer Group's shares are publicly listed on Nasdaq First North Stockholm under the ticker EMBRAC B with FNCA Sweden AB as its Certified Adviser; info@fnca.se +46-8-528 00 399.

For more information, please visit: <http://www.embracer.com>