

Press release

Karlstad, Sweden, 30 January, 2020

Embracer Group subsidiary Amplifier Game Invest expands to North America, establishes a new Seattle Studio: C77 Entertainment

The new game development studio, C77 Entertainment in Seattle, is the latest addition to the Amplifier Game Invest portfolio and an expansion onto the North American market for the company. The team will focus on big-action experiences for PC and console players.

“We found an opportunity to set up a new studio together with Mattias Kylén and Kenny Magnusson. Their unparalleled experience paired with their vision and passion made it really easy to push the start button”, says Per-Arne Lundberg, CEO of Amplifier Game Invest.

The creative vision of C77 Entertainment is set down by Mattias Kylén and Kenny Magnusson; two Swedes with a long history in the AAA-industry, having worked on several award-winning titles.

“The support provided by Amplifier Game Invest and the Embracer Group is not only financial but includes marketing, publishing, business operations, payroll, HR and legal. They have been fantastic in providing this infrastructure. For a highly creative group like C77 Entertainment, who are not traditional entrepreneurs, this is a dream come true”, says Mattias Kylén, CEO, C77 Entertainment.

The 6-person strong core team of C77 Entertainment have worked together before on blockbuster AAA-titles, and they are joining forces with Embracer Group and Amplifier Game Invest to deliver explosive games building on an original IP.

“Moving into the North American market not only increases our potential to attract the best teams available for acquisitions, but also expands this model where we found the company and give the developers solid financial incentives as employees. Exciting times ahead”, says Per-Arne Lundberg, CEO of Amplifier Game Invest AB.

C77 Entertainment will be a fully owned subsidiary to Amplifier Game Invest AB, joining the ranks of several Game Development companies already part of the Amplifier family.

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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, Norway and the US. Amplifier Game Invest is a wholly owned subsidiary to Embracer Group AB.

For more information, please visit: www.amplifiergameinvest.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 Growth Market 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>