Embracer Group acquires New World Interactive
13 August 2020
"New World Interactive has shown once again they know what makes for thrilling multiplayer combat"

"It’s one of the most harrowing and thrilling depictions of combat I’ve ever seen… It’s a goddamn work of art"

"One of the best multiplayer games of the year"
NW!!: Indie-spirited FPS specialist with AAA potential

**THE BUSINESS**

**Creator of FPS IPs for PC**
3 proprietary titles that have collectively generated $50m+ in revenues

**Recurring Premium GAAS Model**
serves dedicated 10m+ fanbase through quarterly releases

**NEW TITLE IN DEVELOPMENT**
potential to achieve AAA results in the marketplace

**PARTNERSHIP WITH SABER**
to be further exploited going forward

**THE DEAL**

**Undisclosed Purchase Price**
Embracer expects to recoup its investment over c.3 years\(^1\)

**Goal Alignment**
Keith Warner (CEO) and leadership are retained
Embracer supports and enable NWI’s operating goals

**THE FUTURE**

**Embracer’s First Canadian Studio**
Canada ranks third in the world for games development\(^2\)

**Synergies**
cross-platform releases expand service capabilities realize expansion plan in Canada

Note: 1) Total transaction consideration paid up-front in cash and newly issued EMBRAC B shares priced at VWAP20 with clawback rights. 2) Entertainment Software Association of Canada (2019)
Passionate and growing team

LEADERSHIP

Keith Warner
CEO
10 years in Gaming
Released titles: 3

Christophe Martin
Head of Product
18 years in Gaming
Released titles: 20+

Michael Grills
Creative Director
10 years in Gaming
Released titles: 30

Derek Czerkaski
Head of Production
8 years in Gaming
Released titles: 5

TEAM

- 87% DEVELOPERS
- 14% ADMIN
- c.48 FTEs
- c.95% people retention

TEAM LOCATIONS

- CALGARY: 42 FTEs
- DENVER: 6 FTEs
- NEW STUDIO IN MONTREAL: 50+ FTEs

CANADIAN EXPANSION

- TODAY
- NEAR TERM
- TARGET

87% developers

14% admin

c. 48 FTEs

Retention: c. 95%
History of New World Interactive

- Founded in Denver, CO by Jeremy Blum as a remote team
- Team doubled in size from remote to increasingly onsite presence
- Established ‘New World North’ in Calgary, ON
- Experiment with shift to premium GaaS and LiveOps
- Expand footprint in Canada
  - New studio to be launched in Montreal
  - Add 50+ people in Canada

Note: 1) Entertainment Software Association of Canada (2019)

Release of console versions in H1 2021 in collaboration with Saber Interactive

Next major IP in development

Metascore Userscore
- Insurgency: 74 8.5
- Day of Infamy: 77 8.3
- Insurgency Sandstorm: 78 8.2
Expand and amplify NWI’s capabilities within Saber

**PARTNERSHIP WITH SABER**
- Bringing NWI’s hit titles to new platforms
- Leverage Saber’s backend technology

**RESOURCES TO GROW AND SCALE**
- Access to development, publishing, marketing and other development resources
- Enable the bulk of revenues for NWI’s games to be captured internally

**CANADIAN EXPANSION**
- Growing the Calgary team and open a new studio in Montreal
- Deep talent pool in Montreal with reduced cost relative to other territories
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 catalog of over 170 owned franchises, such as Saints Row, Goat Simulator, Dead Island, Darksiders, Metro, MX vs ATV, Kingdom Come: Deliverance, TimeSplitters, Satisfactory, Wreckfest, Destroy All Humans!, World War Z and SnowRunner, amongst many others.

With its head office in Karlstad, Sweden, Embracer Group has a global presence through its five operative groups: THQ Nordic, Koch Media/Deep Silver, Coffee Stain, Amplifier Game Invest and Saber Interactive. The group has 33 internal game development studios engaging more than 4,000 employees and contracted employers in more than 40 countries.