Embracer Group acquires Rare Earth Games
August 13, 2020
AMPLICIER ACQUIRES RARE EARTH GAMES

Stellar team with deep, decades-long industry experience, now working on their passion project – perfect fit with the Amplifier model

**Rare Earth in brief**
- Founded in Vienna, Austria in 2020 by three industry veterans
- Founders and management team has deep, entrepreneurial roots in the industry, previously at neo Software, Rockstar Games, and Deep Silver.
- High-functioning team of 11 people, set to grow to 18–20 people in 2021

**Passion project under development**
- Currently in pre-production on a time-bending, online multiplayer co-op game with a strong focus on social replayability and team strategy.
- Drawing on inspiration from roguelike games, Rare Earth is creating a unique adventure, fuelled by tough decisions with hardcore consequences.

**Deal in brief**
- Amplifier (wholly owned subsidiary of Embracer Group) acquires 100% by paying the three founders:
  - Up-front: €0.3m o/w 70% cash and 30% Embracer B shares
  - Earnout 1: €1m in Embracer B shares if aggregate net contribution the coming 5 years equals or exceeds €12m
  - Earnout 2: €2m in Embracer B shares if aggregate net contribution the coming 10 years equals or exceeds €28m

**Founders highly incentivized to succeed**

“After nearly 20 years of creating games together, my team and I found Amplifier’s revolutionary approach to game investments to be a dream come true. Thanks to this partnership we’ll have the freedom to be laser-focused on creating extraordinary new gaming IP:s while growing the studio organically, with the experience and support of Amplifier and the Embracer Group behind us – Michael Borras, CEO, co-founder, Rare Earth Games”
STELLAR TEAM WITH DEEP INDUSTRY EXPERIENCE

Management team has deep, entrepreneurial roots in the industry, previously e.g. at Rockstar Games and Deep Silver.

**Michael Borras** (Managing Director)
Veteran games executive with vast experience in western and Asian games industry.
- Former **Rockstar Games** Production, Localization, and QA
- Founder at Socialspiel Entertainment, backed by **Nexon Co., Ltd.** (2010) w/ 25+ FTE
- Founder at IMI, backed by **Dalian Zeus Entertainment** (2017) w/ 18+ FTE
- Founded 3x internet startups w/ 30+ FTE

**Helmut Hutter** (Game Director)
Veteran games Producer and Designer.
- Co-creator: “Asterix & Friends”
- Producer: “Dead Island”
- Former Deputy Director Production at **Rockstar Games**, Producer at **Deep Silver Vienna**, QA at **neo Software**
- Founder at Socialspiel Entertainment, backed by **Nexon Co., Ltd.** (2010) w/ 25+ FTE
- Founder at IMI, backed by **Dalian Zeus Entertainment** (2017) w/ 18+ FTE

**Peter Ehardt** (Production Director)
Veteran games Producer and Studio Manager.
- Former **Rockstar Games** Production and QA, former Production at **Sproing Interactive**, former QA at **neo Software**
- Founder at IMI, backed by **Dalian Zeus Entertainment** (2017) w/ 18+ FTE
- Lead Producer **Socialspiel Entertainment**, backed by **Nexon Co., Ltd.**

High-functioning team, over the past 20 years have worked on premium and F2P PC/console/mobile games played by millions of gamers, such as: “Grand Theft Auto III”, “Grand Theft Auto: Vice City”, “Max Payne”, “Manhunt”, “Dead Island”, “Asterix & Friends”, “Legacy Quest”, “Steel Circus”, “Dead Space”, “The Mummy”, “Chronicles of Narnia”, and more.