

EMBRACER+ GROUP

Embracer Group acquires Rare Earth Games

August 13, 2020

AMPLIFIER 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

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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 Borrás, CEO, co-founder, Rare Earth Games

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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 Borrás (Managing Director)

Veteran games executive with vast experience in western and Asian games industry.

- Executive Producer: “Steel Circus”, “Legacy Quest”, “Legacy Quest: Rise of Heroes”
- 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.

- Creator: “Steel Circus”, “Legacy Quest”, “Legacy Quest: Rise of Heroes”, “Tight Lines Fishing”
- 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.

- Lead Producer: “Steel Circus”, “Legacy Quest”, “Legacy Quest: Rise of Heroes”
- Producer: “Cursed Mountain”, “Panzer Tactics”, “Undercover: Operation Wintersun”, “Riding Star”.
- 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.



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