

Welcome to Embracer Group's Annual General Meeting FY 21/22

September 21, 2022

TODAY'S AGENDA

15.00 Welcome by Simon Jönsson, equity analyst from ABG Sundal Collier

Opening of the meeting by Kicki Wallje-Lund, Chairman of the Board

- Presentation of the business activities in the Embracer Group; Lars
 Wingefors Co-founder & CEO, Johan Ekström Group CFO & Deputy CEO
- Selected parts of Operative Group Gearbox Entertainment by CEO and founder Randy Pitchford
- Sustainability / ESG Emma Ihre, Head of Sustainability Embracer Group and Head of Asmodee Research Mikaël Le Bourhis, and Asmodee's Chief Human Resources Officer Cédric Durth
- Market insights by Tom Wijman, Lead Analyst Games at Newzoo
- Q&A

AGM continues

~17.00 Closing of the meeting

MBRACER[®]





Embracer Group is now the most diversified gaming and entertainment company in Europe



Our organization is made up of strong, independently driven people who make great things happen



- Sales and profits grew significantly
- We welcomed many new companies to the Embracer family through strategic, transformative acquisitions bringing scale, new revenue streams, new strategic opportunities and redefining the direction of our gaming ecosystem
- We invested heavily in our games pipeline to drive future organic growth
- And we also continued our sustainability journey to build lasting value for our various stakeholders and we further developed the Group's governance structures

What ties all this together is Embracer's decentralized model

We can look forward to delivering even more joy and entertainment to millions of players worldwide

AGM AGENDA (Part 1)

- 1. Opening of the meeting
- 2. Election of chair of the meeting
- 3. Preparation and approval of voting list
- 4. Election of one or two persons to certify the minutes
- 5. Question whether the general meeting has been duly convened

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- 6. Approval of the agenda
- 7. Presentation of the business activities in the Embracer group



Annual Operational Overview FY 21/22

Annual General Meeting 21 September, 2022

EMBRACER* GROUP

Sudoku.com

BlockuDoku

Operational & Financial highlights FY 21/22

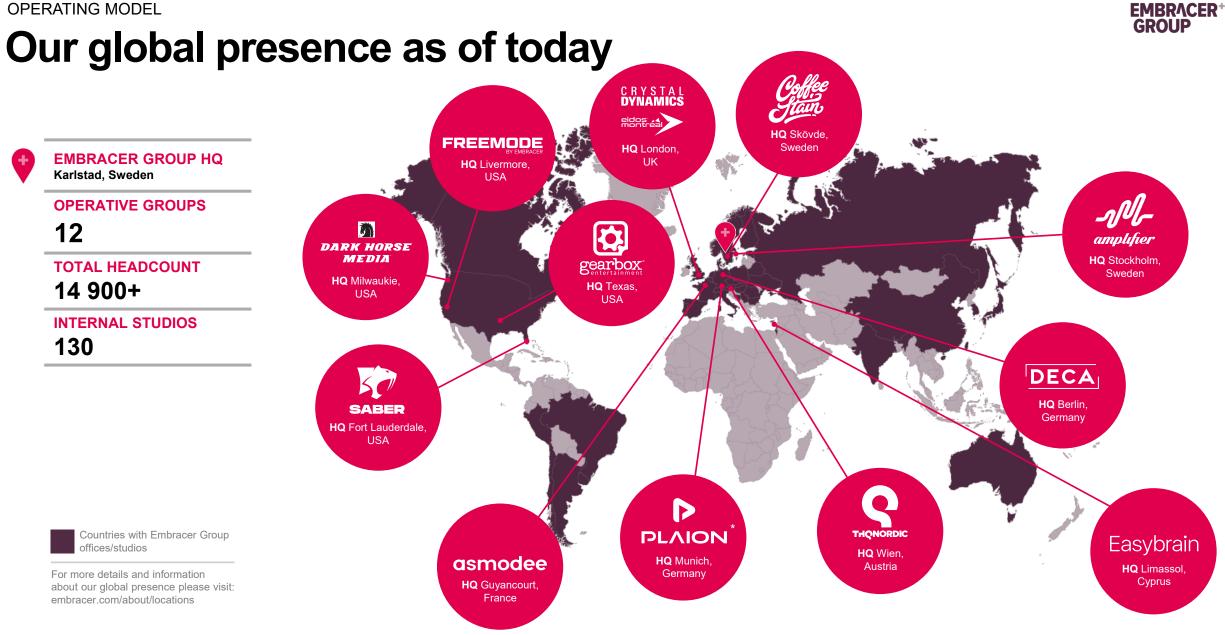
Net sales Group YOY GROWTH SEK 17,037m +89% ORGANIC GROWTH PRO FORMA GROWTH - 7% +18%	Completed SEK 1,219m in game development investments	Invested SEK 3,527m in game development	On-going SEK 6,1bn in game development	Game dev. projects 223 whereof 159 unannounced by year-end
Net sales GamesYOY GROWTHSEK 13,935m+116%Net sales Partner publishing / FilmYOY GROWTH	Internal game dev. studios 118 (60)	Total engaged developers 8,586 (5,115)	Total headcount 12,760 (6,325)	Mobile Games 1.5bn pro forma installs
SEK 3,027m* +18% Adjusted EBIT YOY GROWTH SEK 4,416m +54%	Directed issue SEK 6.2bn December 2021	Introduced Tabletop segment	Introduced Comics to the entertainment segment	In focus IFRS List change
Selected revenue drivers				
BIOMUTANT BIRDERLANDER	VALHEIM MEIRC	SNOW RUNNER		1 2 3 6 4 7 8 9

OPERATIONAL OVERVIEW FY 21/22

Growing our ecosystem during the year

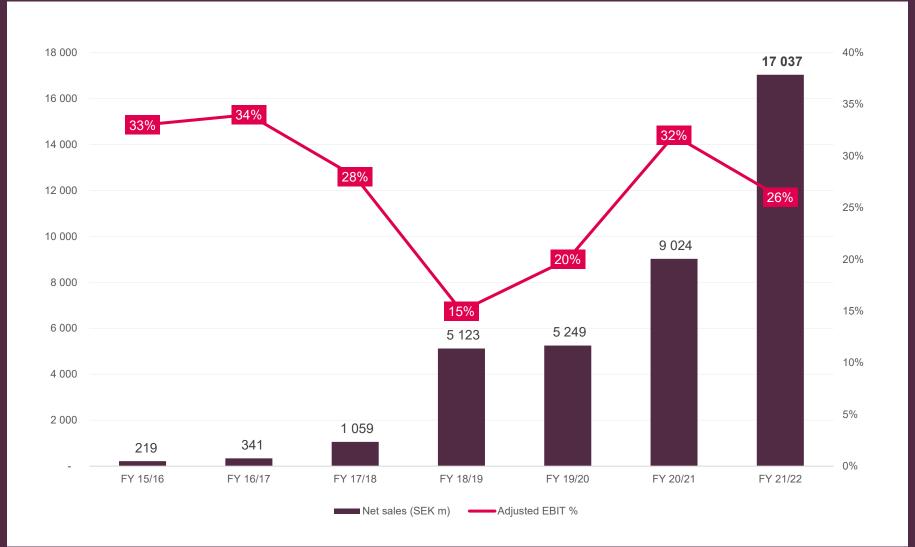


OPERATING MODEL



1. Financial overview FY 21/22

2021-2022 Continued momentum & growth



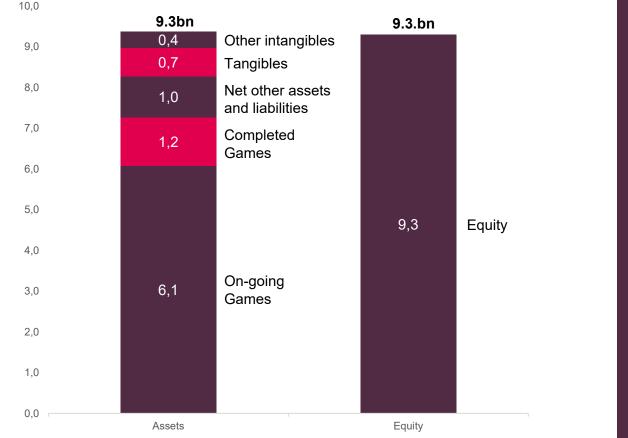
 Continued strong growth, driven by a solid performance by all operative groups

EMBRACER* GROUP

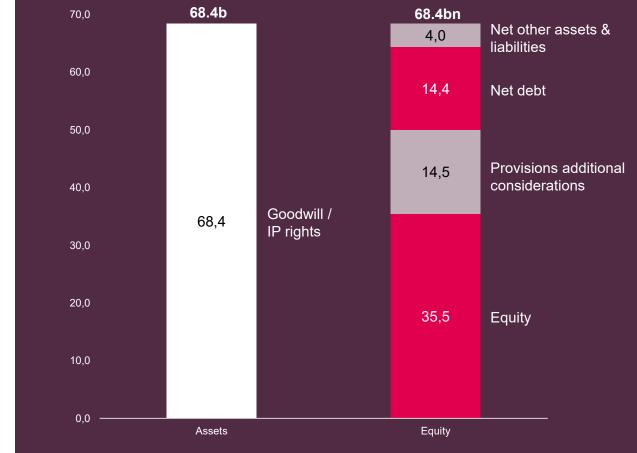
- Maintained ambitious M&A agenda, with the number of operative groups increasing from six to 10, along with 31 bolt-on acquisitions
- Expanded strategy to include transmedia properties, including tabletop games and comics publishing film & TV production
- Invested a record SEK 3.5bn in game development, laying the foundation for future organic growth

Balance sheet per 31-03-22

Operational balance sheet items

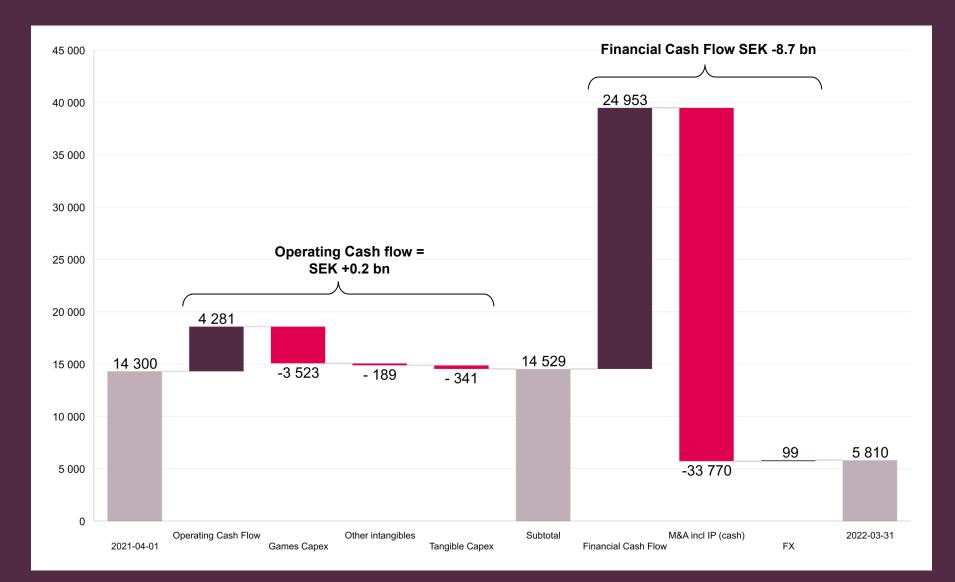


Financial balance sheet items



SEK 7.3bn invested in our game's portfolio per year-end, where SEK 1.2bn relates to completed games and SEK 6.1bn relates to On-going development. SEK 68.4bn of assets are related to acquisitions (Goodwill and IP-rights). Net debt amounts to SEK 14.4bn.

Cash Flow from 1 April 2021 to 31 March 2022



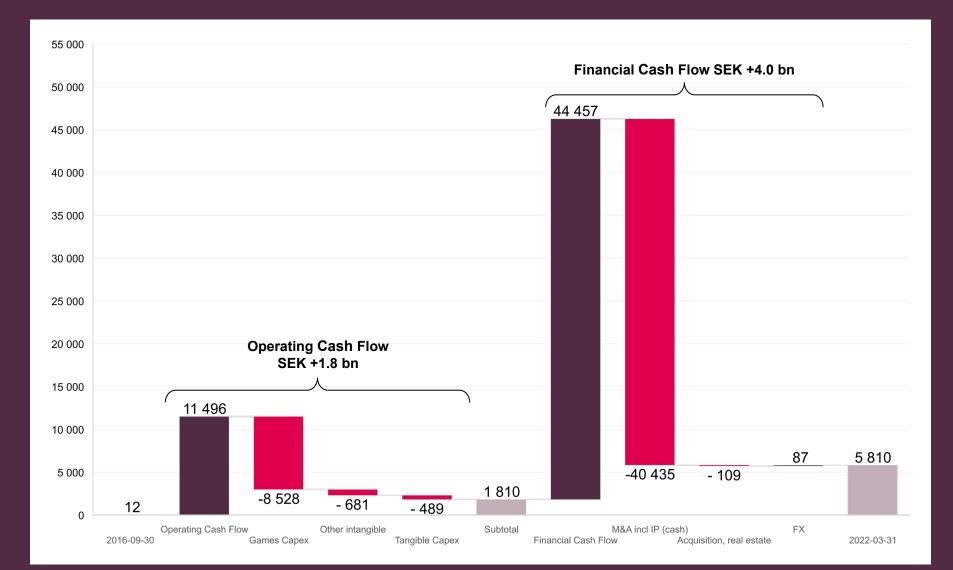
During last year we generated SEK 4.3bn in operating cash flow and invested SEK 3.5bn in our games portfolio, SEK 0.2bn in Other intangibles (mainly Film) and SEK 0,3bn in tangible assets, resulting in an operational FCF of SEK 0.2bn.

Negative cash flow from financing activities at SEK 8.7 bn. Proceeds from borrowing 18,7bn and share issue 6,2bn. Net cash flow effect from acquisitions amount to SEK -33.8bn.

Cash balance SEK 5.8bn at year end.

FINANCIAL OVERVIEW FY 21/22

Cash Flow from 30 Sep 2016 to 31 March 2022

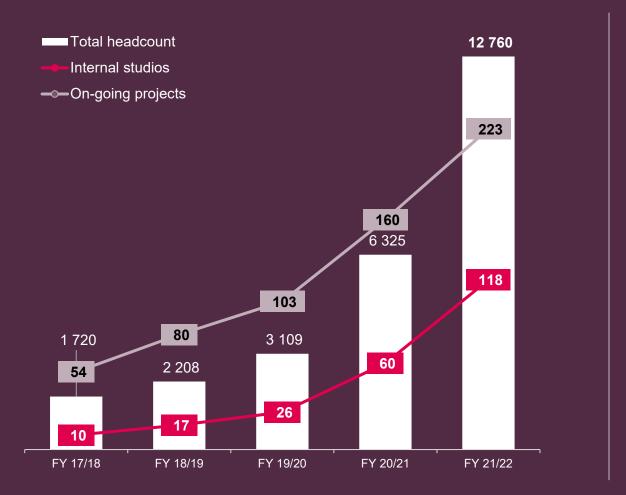


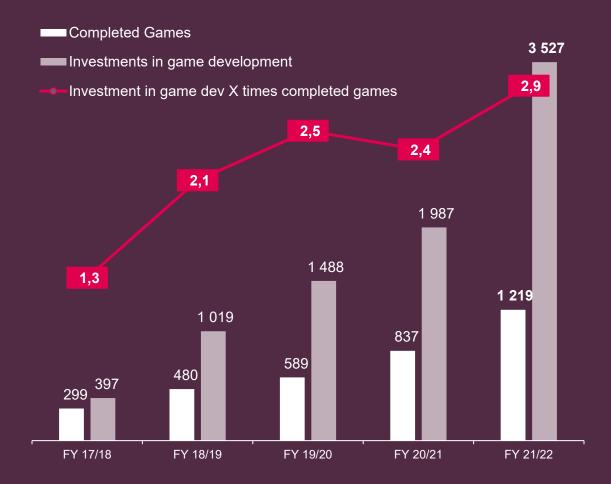
Since September 2016 we have generated SEK 11.5bn in operating cash flow and invested SEK 8.5bn in our games portfolio, SEK 0.7bn in Other intangibles (mainly Film) and SEK 0.5bn in tangible assets, resulting in a operational FCF of SEK +1.8bn.

Positive cash flow from financing activities at SEK 44.5bn, net cash flow effect from acquisitions amount to SEK -40.4bn

FINANCIAL OVERVIEW FY 21/22 Operational growth

Investment growth





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2. Sustainability

sustainability & BUSINESS ANNUAL GENERAL MEETING 2022 2021/22 Takes off

- Smarter Business Framework
- Global Employee Survey
- Ambassador Group
- Sustainability report



What have we done during the year?



SUSTAINABILITY & BUSINESS ANNUAL GENERAL MEETING 2022

Trust | The Long-term | Embracing



Action has been taken across the group to support those affected by the war in Ukraine including opening homes, offering office space, and making donations.



Donations of more than 5 million USD to humanitarian aid organizations working in Ukraine.



Introduction of our games archive currently holding 50,000 games, consoles, and accessories stored in Karlstad, Sweden



Collaboration and support of different non-profit organizations.



Launch of Give back – Think ahead[™], an initiative to structure the allocation of funds to sustainability initiatives.

Legal | Financial | Reputational



Intensified stakeholder dialogue



Focus on ethics and governance with the number of group policies increasing from 4 to 15



Integration of ESG/Sustainability in our risk analysis



Greenhouse gas inventory and initiation of climate strategy



Commitment to SBTi



New Head of Sustainability with extensive experience in the field of sustainability and finance

Smarter Business Framework



Signatory member of the UN Global Compact

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and making pressure.

foreign terminal terminal

Business Support

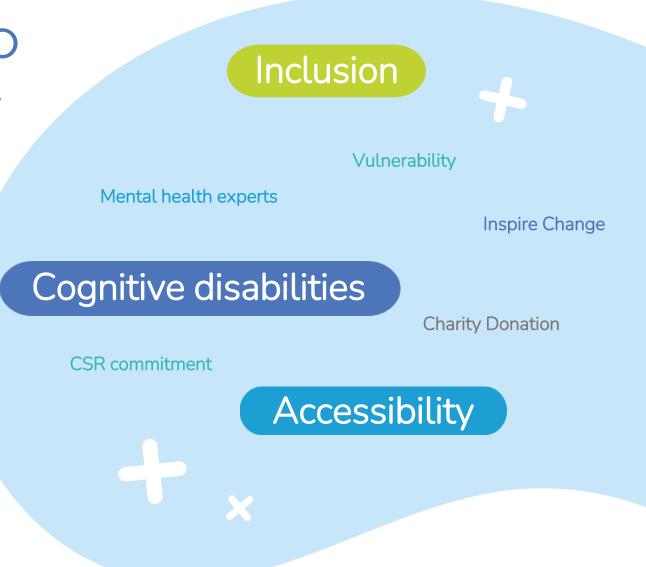
Products | People | Collaborations & Partnerships



One Of A Kind Studio

The Access+ Range will bring people to play together, whatever their condition.





Access+ launch: 28th September









And more to come...

Even more value for our stakeholders 2022/23



• Giving back to society

EMBRACER[®] GROUP

Cearbox Entertainment

"Entertain the World"

Bentertainment®





The Gearbox Entertainment Company - 2021



Frisco, Texas Quebec City, Canada 🏠



The Gearbox Entertainment company - 2022



Frisco, Texas Montréal, Canada Québec City, Canada

Egearbox[®]

Frisco, Texas San Francisco, California Amsterdam, The Netherlands

CRYPTIC

Los Gatos, California



Austin, Texas Madison, Wisconsin

~ 1,200 Team Members

GEARBOX ENTERTAINMENT

Gearbox Software







RORDERLAND

te gearbox s o f t w a r e

Gearbox Software is the game development unit of The Gearbox Entertainment Company

It achieved a major victory this past year with the launch of *Tiny Tina's Wonderlands*

"GEARBOX SOFTWARE'S BEST GAME" - GAMEINFORMER

Tiny TinA'SD

"AN ABSOLUTE MUST-HAVE FOR FANS" - GOD IS A GEEK

"EXCELLENT, LAUGH-OUT-LOUD WRITING" - IGN



Gearbox Publishing

Bearbox[®] by blishing



HOMEWORLD 3

27.

Gearbox Publishing

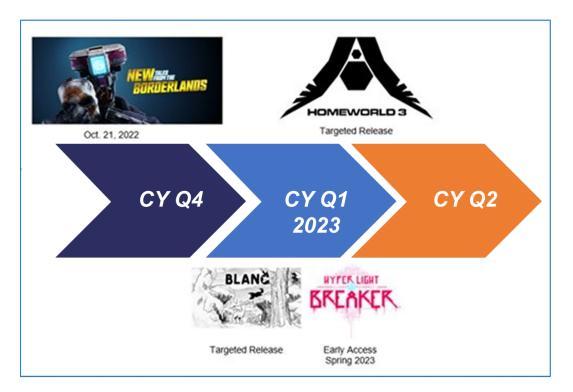


- Early success with Risk of Rain 2, Tribes of Midgard, and Have a Nice Death
- Gearbox Publishing is growing to be able to bring to market AAA video games at scale, with world-class marketing and sales
- Accelerating quality, success and profit margins ahead as more Gearbox brands and in-house developed games are published in the future

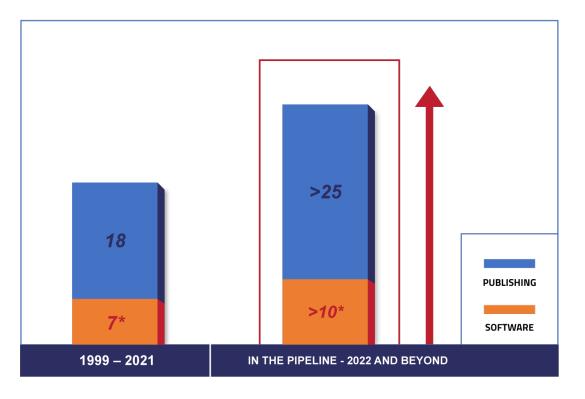
A Look Ahead



Mid-Term Release Schedule



Number of Titles Developed and/or Published by Gearbox



GEARBOX ENTERTAINMENT

Gearbox Studios

Bearbox[®]

- Gearbox Studios is one of the newest business verticals, leading the company's transmedia projects in film and TV
- Several exciting projects in the works, including the Borderlands motion picture







HEAT VISION

HOME > MOVIES > MOVIE NEWS

'Duke Nukem' Movie in the Works From 'Cobra Kai' Creators, Legendary (Exclusive)

Hollywood has flirted with adapting the '90s video game for years.

THE WRAP

TORONTO EMMYS HOT LISTS EMMYS | TV | MOVIES | AWARDS | EVENTS | PRO | MORE | LOG IN |

'Duke Nukem' Movie in the Works at Legendary From 'Cobra Kai' Creators

Josh Heald, Jon Hurwitz and Hayden Schlossberg will produce based on the '90s videogame franchise

Brian Welk | June 10, 2022 @ 2:04 PM



Gearbox Properties

Experies [®]

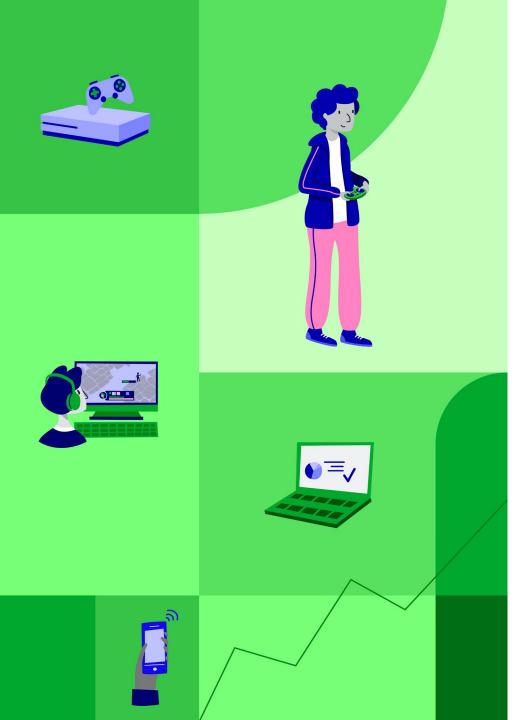
Gearbox Properties is a new vertical, managing our IP across all products, mediums and merchandise categories

- It includes both our existing properties and new IP, developed by all our other business verticals
 - It is a key component to our future-focused, full spectrum franchise-driven strategy

Bentertainment®

Maximize Existing IP Create New IP

4. Newzoo



newzoo

Global Games Market Update

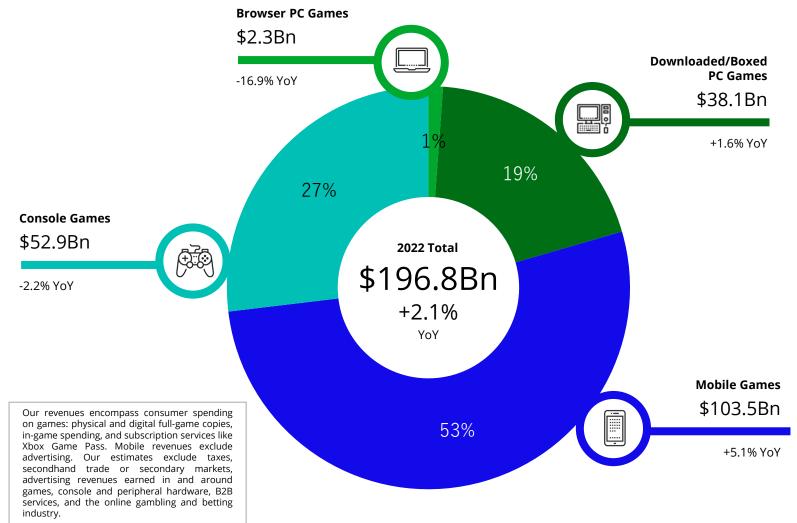
Embracer Annual General Meeting, September 2022



Tom Wijman Lead Analyst Games tom@newzoo.com

2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



PC (+0.3% YoY)

- Supply chain disruptions impact available PC gaming components
- AAA game delays; limited blockbuster releases
- Less disruption to live service games that drive PC gaming revenue
- Strong long tail of indie titles

Mobile (+5.1% YoY)

- Dominant business model (free-to-play) easier
- Growth generated in emerging gaming regions
- Easier and shorter development cycles
- Not a hit-driven market

Console (-2.2% YoY)

- AAA game delays; limited blockbuster releases
- Slow ramp-up of install base for new gen. consoles
- The continued growth of subscription services and free-to-play; no longer as hit-driven and seasonal as it once was.

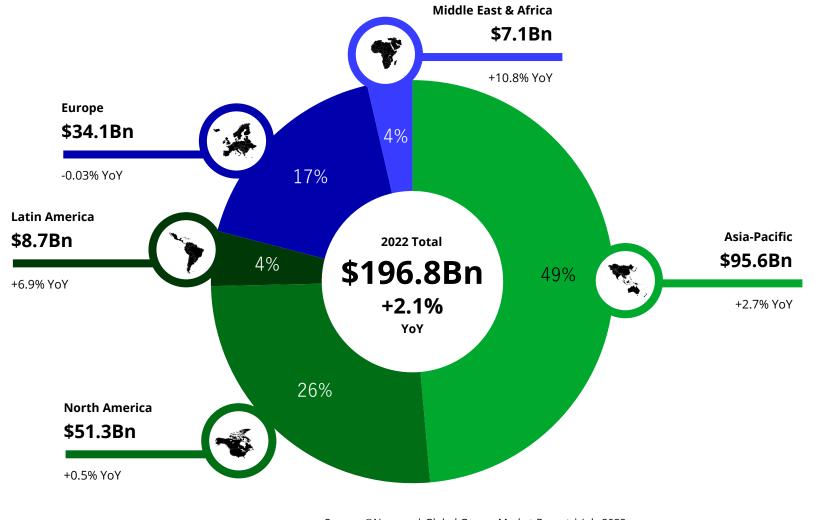
Gaming is **not** recession proof, but is more resilient to it compared to the past and to other forms of entertainment

Source: ©Newzoo | Global Games Market Report | July 2022 newzoo.com/globalgamesreport

NewZOO © Newzoo 2022

2022 Global Games Market

Per Region With Year-on-Year Growth Rates



\$103.5Bn

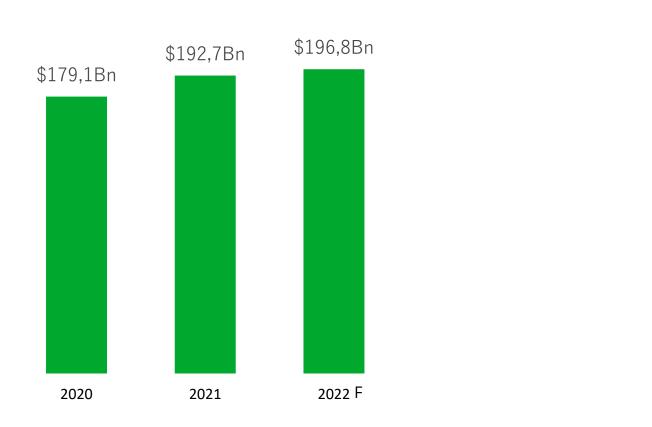
Mobile game revenues in 2022 will account for 53% of the global market

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: ©Newzoo | Global Games Market Report | July 2022 newzoo.com/globalgamesreport

Global Games Market Forecast

Forecast Toward 2025





Total Market CAGR 2020-2025

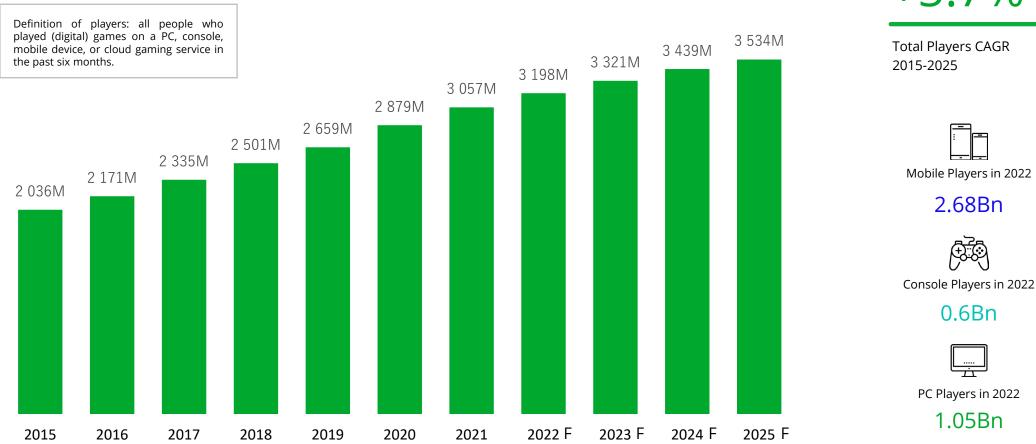
\$225,7Bn

2025 F

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

2015-2025 Global Players

Forecast Toward 2025



+5.7%

NewZOO © Newzoo 2022

Source: ©Newzoo | Global Games Market Report | July 2022

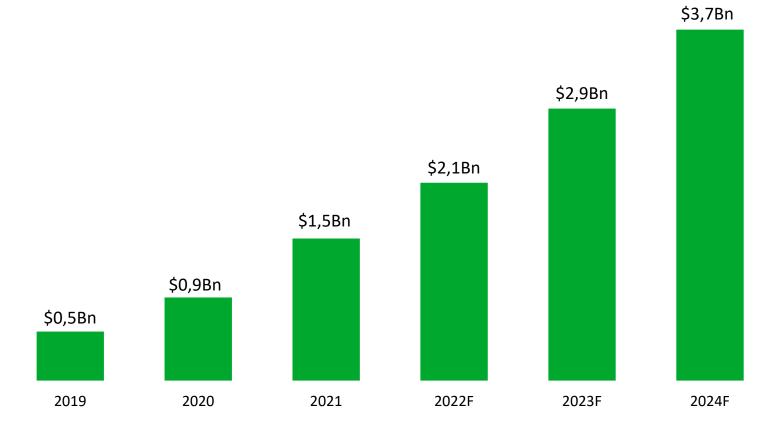
newzoo.com/globalgamesreport

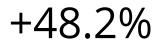
VR Game Revenues Will More Than Double From 2021 to 2024

Growing active VR headset numbers will lead to more spending, while average revenues per player will also grow

VR Game Revenue Growth

Global | 2019-2024





CAGR 2019-2024

Newzoo's VR market-sizing scope covers consumer VR headsets capable of Six Degrees of Freedom (6DoF) positional tracking and VR games revenues generated through these headsets. We exclude enterprise headsets that are compatible with VR games and headsets that use only 3DoF tracking, including all smartphone-based VR headsets and entry-level standalone headsets such as Oculus Go. We define the active VR hardware install base as the number of headsets that are used at least once in the past 12 months. This distinguishes our active install base numbers from estimated numbers in production, shipment, and retail sales.



5. Deep Dives

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Embracing the transmedia strategic direction since Sep-21

Why?

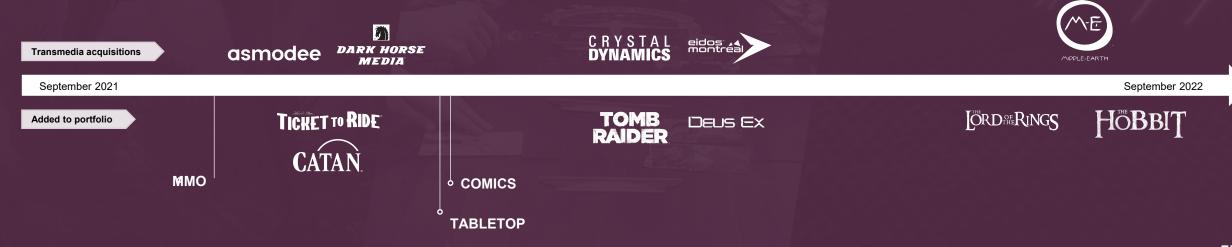
- Building IP value more personality and character for a world deepens the relationship and visibility with fans
- Tabletop games, comic books and TV/film are very efficient channels to build IP – while gaming is the best channel to monetize it
- We see a strong connection between these different forms of entertainment

How?

- Building a transmedia company, creating an even stronger ecosystem based on a diversified IP-portfolio, new technologies and services complementing our core gaming business – from creation and execution to distribution.
- Cross-fertilize IPs and strengthen licensing partnerships across gaming categories, different content formats, and platforms.

What?

- This integrated approach together with our decentralized model builds resilience and has proven to be attractive for both organic growth and growth by acquisition.
- Embracer Group is well positioned to grow faster than the market in each of these segments thanks to our IPs, our operative groups, and the investments we have made in recent years.
- A unique spread of risk within gaming gives us a strong starting point for stable, profitable growth.



Examples of successful transmedia expansion

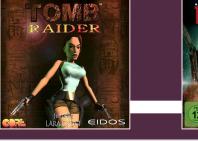


DEEP DIVES - TRANSMEDIA

Examples of transmedia execution within the group

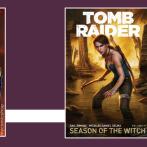
Movies





Video games





Books





Tabletop Games





Tabletop Game

Video Game

TV Series (announced)

Cross-media

DEEP DIVES - TRANSMEDIA

Examples of internal IPs with transmedia potential



EMBRACER* GROUP

Acquisition follow-up – TTM 2022-06-30

52 of 81 M&A deals been in Embracer > 1 year per 30 June 2022



Overall performance for the evaluated deals have either met or exceeded management expectations with one exception.

*) Likely earnout refers to the current assessment of each individual earnout obligation. Translated to SEK based on the FX-rate per the closing date for each acquisition. Day 1 and earnout share consideration is valued to the VWAP20 Embracer share price per each relevant SPA.

**) Historical pro forma adjusted Op. EBIT is based on communication at deal announcement and has been prepared in accordance with Embrace's accounting policies under Swedish GAAP (K3). Main adjustments relate to the capitalization of game development costs. For Koch , Coffee Stain and Gearbox the adj. Op EBIT is based on YTD 9m period which have been annualized. For Saber, historical Op. EBIT is based reported FY19 figures according to local GAAP. P&L figures have been translated to SEK based on average FX-rates for the inherent period. Three of acquisitions have been added to and evaluated together with the entity they were integrated in. (KSM, Gaya and 18.2). The relevant KPIs for the three companies have been added to and evaluated together with the entity they were integrated in.



DEEP DIVES



Change of listing Venue to regulated market

The project for changing listing venue is progressing according to time plan, where we have the ambition to be ready for listing at the regulated Nasdaq Stockholm Main Market by the end of 2022, provided that certain milestones are reached as planned.

Rationale

- · Broader shareholder base with increased liquidity.
- Company will be better known worldwide; listing on Nasdaq Stockholm gives an extra stamp of quality.
- Allows for share buy-back programs.
- Valuable governance and control structures, including ESG, which will continue to develop the group's existing structures.

About

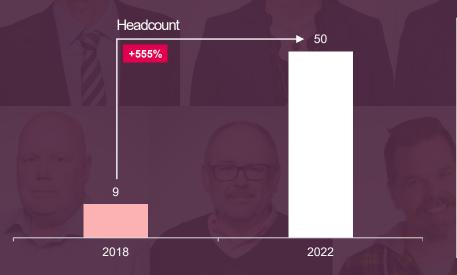
- Large project involving 12 operative groups and ~300 legal entities in ~50 jurisdictions.
- Seven project workstreams, 140+ activities in action plan and 53 milestones.
- Key milestones include; Transition to IFRS reporting, Financial Manual update, Proforma preparations for prospectus, legal and tax DD, stock exchange audit, documentation and monitoring of control activities (incl IT), prospectus, dataroom, steering documents, policies, instructions, guidelines.



DEEP DIVES



We continue to build scalable corporate capabilities at the parent company



What do we do?

- Administration
- Brand & Communication
- Business development
- CISO
- Data meetups
- Knowledge sharing

- ESG / Sustainability
- Finance
- Games Archive
- Governance
- Group strategy
- Investor Relations

- Legal
- M&A

•

- Management
- Privacy

Recent new hires



Joel Fjeld Head of Group Treasury



Emma Ihre Head of Sustainability



Oscar Erixon Head of Investor Relations



Anna Bokström Global Head of tax



•

Tomas Hedman Head of Privacy



Group Internal controll coordinator



Visar Lapashtica CISO

DEEP DIVES - STRATEGIC UPDATE

Embracer Group in 2022



Globally leading position within

- AA/A/Indie Development & Publishing
- Co-Publishing & Work-For-Hire Development
- Mobile (ad-based games)
- Board Games Development & Publishing
- Tabletop Distribution



Regionally leading position within

- Comics
- Video Games Distribution
- Film Distribution

Sizeable capabilities within

AAA Development & PublishingRetro Gaming & Asset Care



Closing remarks to all shareholders

The strategy of empowering great entrepreneurs and creators continues to be successful. We believe this is a superior operating model for building a sustainable and long-term group within a creative industry. We firmly believe that empowering great people to make their own decisions is the best model to drive profitable organic growth that will outpace the overall market. The group is in a strategically strong position. Today we have more than 10,000 highly skilled game developers engaged in creating the largest pipeline of games across the industry. With the opportunity to build deeper strategic partnerships, we have a significant opportunity to notably improve cash flows, increase margins and give better predictability going forward.

We will continue to invest for long-term organic growth by allocating capital to games with high expected return on investment, as well as other growth initiatives within Entertainment & Services. The group will grow our pipeline of transmedia projects based on our own IP's across the group and co-operate between segments to create new, transmedia IP's with a plan for PC/Console, Mobile, Tabletop, Comics, Books and with partners within film and TV.

We expect to maintain, but not materially expand, the current scope of our business, and solidify our existing positions across PC/console, Mobile, Tabletop and Entertainment & Services through complementary, value accretive bolt-on acquisitions. We continue to optimize the company for long-term growth of adjusted earnings per share and free cash flow per share. Investments in organic growth will be the key driver of this, with gradually improving free cash flow as our games portfolio matures.

However, we need to realize and adapt to the fact that the world has changed for the worse since the last AGM a year ago, becoming darker in recent months. We need to adapt to the challenges of geopolitical and social issues around the world and the macroeconomic reality. The increased cost of capital will impact our business going forward. Factors such as decreased consumer spending due to less disposable incomes and uncertainty, inflation, increased interest rates, our lower share price, and changed global capital flows from growth investments have all impacted our business.

The adjustments in the cost of capital will compared to before require current and future investments to have a higher minimum hurdle with a safety margin to justify the capital allocation than before. We need to continue to be sharply focused on the execution of our ongoing business around the world. The management and the Board of Directors will continue to review the performance of operative groups to optimize capital allocation within and between operative groups while providing support and guidance to each operating unit.

My experience is that difficult times create the greatest opportunities. I am committed to keeping financial discipline and a continued strong balance sheet. We are on a journey together that has been amazing. We are now passing some bumpy roads, but I am very confident that we will pass this challenge as an even stronger group in the future.



Now we will have a 15 minute



hosted by Simon Jönsson, ABG Sundal Collier

66

AGM AGENDA (Part 2)

- 8. Presentation of the annual report and the auditors' report and the group annual report and the group auditor's report
- 9. Resolutions regarding:
 - a) adoption of income statement and balance sheet and the group income statement and the group balance sheet,
 - b) decision regarding the profit or loss of the company in accordance with the adopted balance sheet, and
 - c) discharge from liability of the board of directors and the managing director.
- 10. Determination of the number of directors and auditors
- 11. Determination of fees to the board of directors and to the auditors
- 12. Election of the board of directors and auditors
- 13. Resolution regarding principles for appointment of nomination committee
- 14. Resolution regarding guidelines for remuneration to senior executives
- 15. Resolution regarding authorization for the board to issue shares, convertibles and/or warrants
- 16. Closing of the meeting

Closing of the meeting

Thank you

EMBRACER⁺ GROUP