

Press Release
Karlstad, Sweden, 15 May 2023

Embracer Group's Middle-earth Enterprises and Amazon Games announce new "The Lord of the Rings" Game.

Embracer Group AB ("Embracer"), through its wholly-owned subsidiary Middle-earth-Enterprises, part of the operative group Freemode, announced today an agreement with Amazon Games to develop and publish a new massively multiplayer online (MMO) game based on "The Lord of the Rings".

An open-world MMO adventure, the upcoming game takes place in J.R.R. Tolkien's Middle-earth, featuring the beloved stories of *The Hobbit* and *The Lord of the Rings* literary trilogy. Set in a persistent world, the new MMO is in the early stages of production, with the Amazon Games Orange County studio leading development. Amazon Games will publish the game globally for PC and consoles.

"The world of Middle-earth continues to prove an endlessly fertile ground for creators, and Amazon Games has a passion for building immersive, compelling worlds and publishing games for a global audience", said Lee Guinchard, CEO of Freemode. "We have the clear ambition to create the highest-quality entertainment products for this IP, whether we utilize internal resources or team up with the best industry partners that complement our capabilities. We're taking every care to deliver an MMO which will do justice to the expansive Middle-earth universe and delight players around the world."

"We're committed to bringing players high-quality games, whether through original IPs or long-beloved ones like The Lord of the Rings," said Christoph Hartmann, VP, Amazon Games. "Bringing players a fresh take on The Lord of the Rings has long been an aspiration for our team, and we're honored and grateful that Middle-earth Enterprises is entrusting us with this iconic world. We're also pleased to be expanding our relationship with Embracer Group following our Tomb Raider deal last year, as they've proven to be excellent collaborators."

This agreement is one of the deals with several industry partners, as previously communicated, and most recently in conjunction with Embracer's Q3 report February 2023, that are jointly transformative. This specific announcement aims to create long-term value for Embracer Group and is expected to have limited effects in the short term.

Press Release
Karlstad, Sweden, 15 May 2023

For additional information, please contact:

Oscar Erixon, Head of Investor Relations Embracer Group AB (publ)

Tel: + 46 730 24 91 42

Email: oscar.erixon@embracer.com

Beatrice Forsgren, Head of Brand and Communication Embracer Group AB (publ)

Tel: +46 704 52 57 63

E-mail: beatrice.forsgren@embracer.com

Lee Guinchard, CEO Embracer Freemode Inc

Tel: +1 408 649 1100

E-mail: lee.guinchard@embracer.com

About Embracer Group

Embracer Group is a global group of creative and entrepreneurial businesses in PC/console, mobile and board games and other related media. The group has an extensive catalog of over 850 owned or controlled franchises.

With its head office based in Karlstad, Sweden, Embracer Group has a global presence through its twelve operative groups: THQ Nordic, PLAION, Coffee Stain, Amplifier Game Invest, Saber Interactive, DECA Games, Gearbox Entertainment, Easybrain, Asmodee, Dark Horse, Freemode and Crystal Dynamics – Eidos. The Group has 135 internal game development studios and is engaging more than 16,200 employees in more than 40 countries.

Embracer Group's shares are publicly listed on Nasdaq Stockholm under the ticker EMBRAC B.

Subscribe to press releases and financial information:

<https://embracer.com/investors/subscription/>

About Amazon Games

At Amazon Games, our ambition is to create bold new experiences that foster community in and around our games. Our team of game industry veterans draws on the power of Prime Gaming, Twitch, Amazon retail, AWS, and more to push boundaries and deliver captivating experiences to our players. Amazon Games is developing AAA multiplayer games based on original IPs, including *New World*, with our studios and teams in Seattle, Orange County,

Press Release
Karlstad, Sweden, 15 May 2023

San Diego, and Montreal. Amazon Games also publishes best-in-class third-party games, leading with *Lost Ark* from Smilegate RPG, *Throne and Liberty* from NCSoft, and *Blue Protocol* from Bandai Namco Online, as well as the next major *Tomb Raider* title from Crystal Dynamics.

Attachments

Embracer Group's Middle-earth Enterprises and Amazon Games announce new "The Lord of the Rings" Game.