

Press Release
Karlstad, Sweden, 23 May 2024

Change of CFO and Deputy CEO in Embracer Group AB

INSIDE INFORMATION: Embracer Group AB (“Embracer”) today announced that Johan Ekström has decided to step down from his role as CFO and deputy CEO. Müge Bouillon, currently deputy CFO, is appointed CFO effective as of September 1, 2024. Effective June 1, Phil Rogers, CEO of Crystal Dynamics - Eidos and leader of newly formed “Middle-earth Enterprises & Friends”*, will assume the role as Deputy CEO of Embracer in addition to his current role. Both Müge Bouillon and Phil Rogers will be members of the Executive Management Team.

“I want to thank Johan for his significant work and contribution to the development of Embracer as we see it today. He has played an instrumental role in developing and implementing the strategy we embarked on in 2016 as well as achieving the targets set out in the recently concluded restructuring program,” says Lars Wingefors, co-founder and CEO of Embracer.

“At the same time, I am excited to welcome Müge Bouillon as the new permanent CFO for the group from September. Müge already plays a very important role in the company in her role as Deputy CFO, including in the execution of the restructuring program and in the process to separate Embracer into three publicly listed companies. She brings vast, international CFO experience and will be a strong addition to our team during this crucial period for the company. I am also very glad to announce that Phil Rogers will take on the additional responsibilities as Deputy CEO of the group,” continues Lars Wingefors.

Johan Ekström will remain within Embracer until 31 March 2025. Following the CFO transition on September 1, Johan will focus on the separation of Embracer into three separate companies. Phil Rogers will assume the role as Deputy CEO of Embracer Group AB on 1 June 2024. Johan Ekström has been with Embracer for five years and has been a member of the Executive Management Team since 2019 and has decided to leave Embracer for personal reasons.

Müge Bouillon brings more than 20 years of experience within accounting, reporting and financial control, including 12 years as CFO. Prior to her current role as Deputy CFO of Embracer Group, she was CFO at Asmodee Group, Hana Group and Paule Ka. Müge has worked closely with listed companies as well as family office or private equity backed structures in both growth and restructuring environments on an international scale. She has a track record in both acquiring and accompanying high growth companies via simple to

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complex financial structures. Müge, a Stanford Graduate School of Business alumnus, also holds a master in corporate finance from the ESSEC Business School and a major in finance from Istanbul University.

** Illustrative name*

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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 900 owned or controlled franchises. With its head office based in Karlstad, Sweden, Embracer Group has a global presence through its eleven operative groups: THQ Nordic, PLAION, Coffee Stain, Amplifier Game Invest, DECA Games, Gearbox Entertainment, Easybrain, Asmodee, Dark Horse, Freemod and Crystal Dynamics – Eidos. The Group has 109 internal game development studios and is engaging more than 12,000 employees in more than 40 countries.

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

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This information is information that Embracer Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-05-23 07:01 CEST. The persons above may also be contacted for further information.

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Attachments

[Change of CFO and Deputy CEO in Embracer Group AB](#)