

Press Release
Karlstad, Sweden, 23 January 2025

Closing of Easybrain divestment

On 14 November 2024, Embracer Group AB (“Embracer”) entered into an agreement to divest the operative group Easybrain to Miniclip. All conditions for the transaction have now been fulfilled, payment according to agreements has been received, and the transaction is closed as of today.

For further information on the transaction, reference is made to [the press release](#) announced on the above-mentioned date, and the presentation about the transaction available on Embracer’s [website](#).

Advisors

To Embracer, Aream & Co. acted as financial M&A adviser, Covington & Burling LLP acted as legal adviser, and EY provided services related to financials and tax.

To Miniclip, Merrill Lynch International (“BofA Securities”) acted as financial adviser, Latham & Watkins acted as legal adviser, and KPMG advised on financial and tax due diligence along with other related advisory services.

For more information, please contact:

Oscar Erixon
Head of Investor Relations
Phone: + 46 730 24 91 42
Email: oscar.erixon@embracer.com

Arman Teimouri
Head of Media & Public Affairs
Phone: +46 793 33 05 60
Email: arman.teimouri@embracer.com

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About Embracer Group

Embracer Group is a global group of creative and entrepreneurial businesses in PC/console, mobile and tabletop games and other related media. The Group has an extensive catalog of 900 owned or controlled franchises. With its head office based in Karlstad, Sweden, Embracer Group has a global presence through its nine operative groups: THQ Nordic, PLAION, Coffee Stain, Amplifier Game Invest, DECA Games, Asmodee, Dark Horse, Freemode and Crystal Dynamics – Eidos. The Group has 101 internal game development studios and is engaging more than 10,000 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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BofA Securities, a subsidiary of Bank of America Corporation, acted exclusively for Miniclip in connection with the transaction referred to in this announcement and for no one else and was not responsible to anyone other than Miniclip for providing the protections afforded to its clients or for providing advice in relation to such transaction.

Attachments

[Closing of Easybrain divestment](#)