

EMBRACER+ GROUP

Company Presentation
Handelsbanken Gaming Seminar
September, 2022

Embracer Group

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**An Ecosystem for Entrepreneurial
Companies in Gaming and
Entertainment**

Our global presence as of today



EMBRACER GROUP HQ
Karlstad, Sweden

OPERATIVE GROUPS

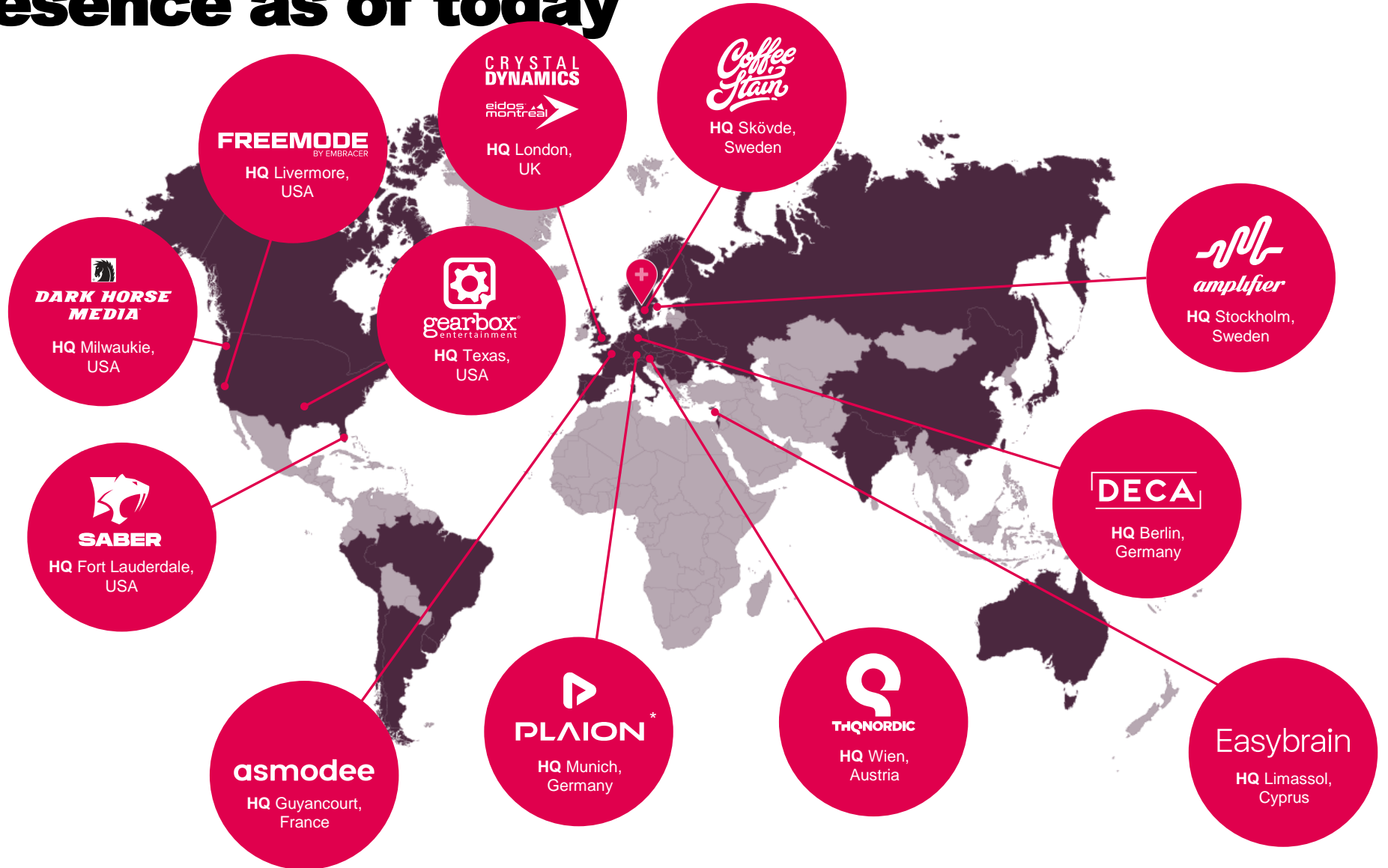
12


TOTAL HEADCOUNT

14 900+

INTERNAL STUDIOS

130



 Countries with Embracer Group offices/studios

For more details and information about our global presence please visit: embracer.com/about/locations

Embracing and empowering great entrepreneurs

The Embracer model works, here is a few key learnings and a recap of the last years:

Long-term mindset matters. We are on a long journey to build something substantial and sustainable. 106 out of 108 entrepreneurs that joined since 2016 are still part of the family.

Scale matters. The larger and more diverse our ecosystem has become –the more it makes sense to join. The synergies, collaborations, and opportunities we offer are unique. The ecosystem has grown from 370 to more than 13,800 great people since IPO 2016.

Freedom rocks. We firmly believe in letting leading entrepreneurs, creators, and other management make their own decisions.

Diversity. Accept and endorse the fact that people are different and there are many ways to succeed. We are all different and that is strength.

Culture is important. Endorse and support local company cultures. Show respect for others. Think inclusion rather than exclusion.

Create friends and partnerships. Our strategy is to be a business partner to the industries and work together with leading companies, brands and platforms.

Manage your risks. Diversification is important. We have grown from 1 to 11 Operative Groups since 2016. No single IP is estimated to generate more than 5% of group revenues. 200+ games = lower risk. We should be brave and take more risks in product development. This pays off over time.

Growth is fun. It's fun to grow and make more and greater things. Reinvesting our profits into the business will enable us to have superior growth.



and we just got started! Our ambition is to continue the same strategy over the coming years at the same pace as before – both organically and by adding more new entrepreneurs.

Our operative groups & selected studios + IPs

	PC / Console Games						Mobile Games	Tabletop	Entertainment & Services			
	THQ NORDIC	PLAION	Coffee Stain	amplifier	SABER	gearbox entertainment	TO BE ANNOUNCED	DECA	Easybrain	asmodee	DARK HORSE MEDIA	FREEMODE BY EMBRACER
HQ / Country												
Segment												
Selected Studios	 	 	 	 	 	 	 	 		 	 	
Selected IPs	 	 	 	 	 	 	 	 	 	 	 	

Growing our ecosystem during the year

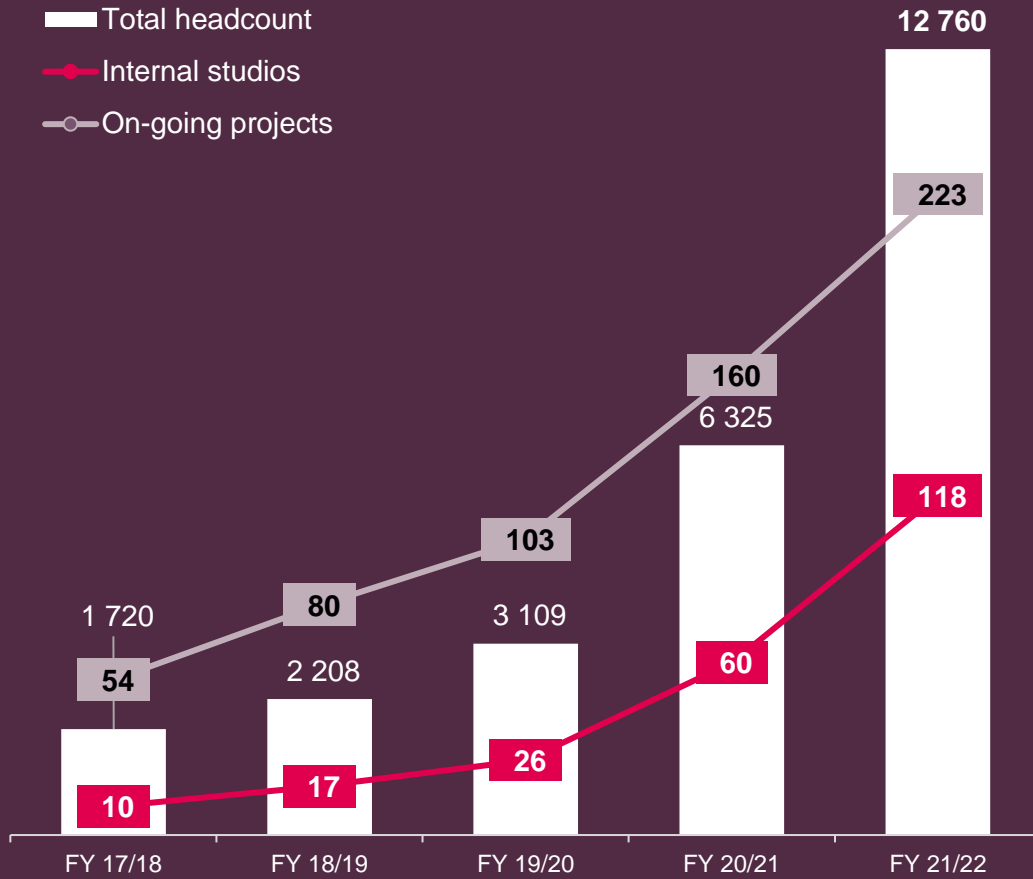
NEW FAMILY MEMBERS JOINED US DURING FY 21/22



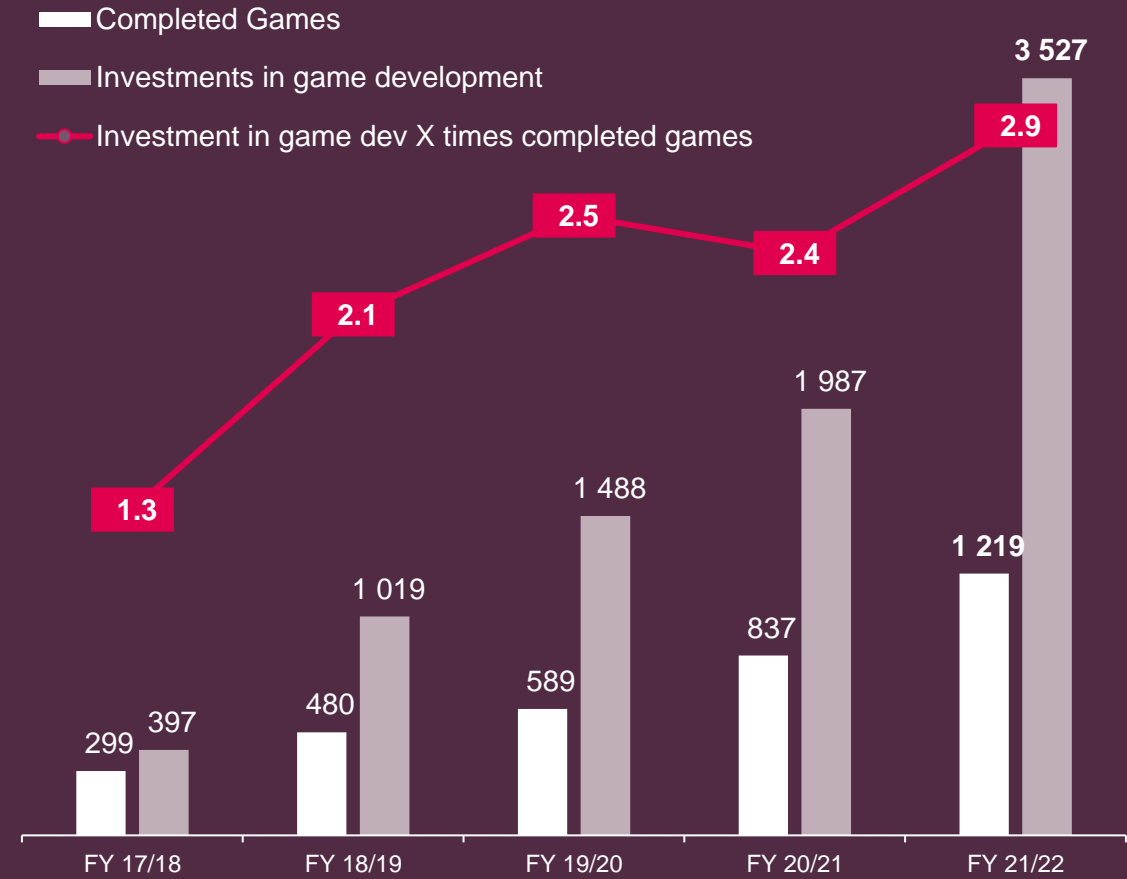
JOINED US AFTER THE FINANCIAL YEAR END



Operational growth



Investment growth



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.

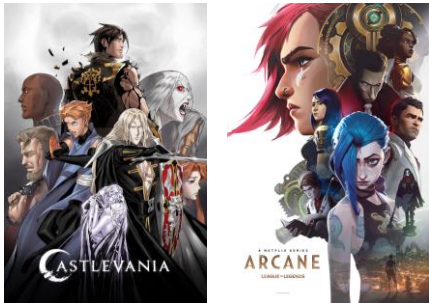
What?

- 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

Video Games to TV series



Video Games to Movies



Video Games to Comics



Video Games to Tabletop



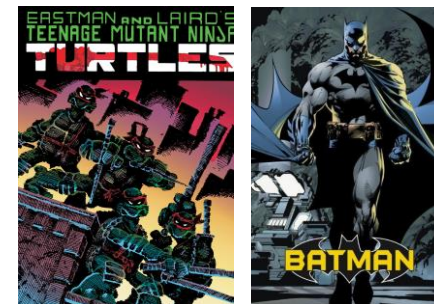
TV series to Video Games



Movies to Video Games



Comics to Video Games



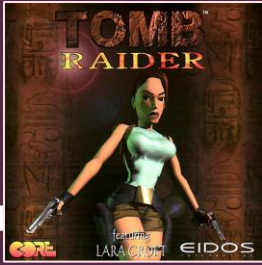
Tabletop to Video Games



Examples of transmedia execution within the group

TOMB RAIDER

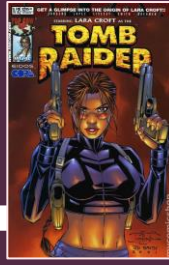
(88m units sold since 1996)



Video games



Movies



Comics



Books



Animated Pictures



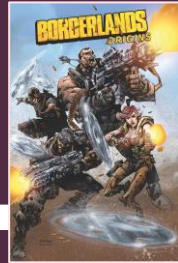
Tabletop Games

BORDERLANDS

(Franchise has sold over 75m units)



Video games



Comics



Books



Tabletop Games



Movie (announced)



Spin-off

EXPLODING KITTENS



Tabletop Game



Video Game



TV Series (announced)



Cross-media

Examples of internal IPs with transmedia potential

**TOMB
RAIDER**

THE
LORD OF THE RINGS

BORDERLANDS

ARKHAM
HORROR

DEUS EX

THE
HOBBIT

TINY TINAS
WONDERLANDS

DEEP ROCK
GALACTIC

HELLBOY

DUKE NUKEM

ALONE IN THE DARK

Kingdom Come
Deliverance

SAINTS ROW

DESCENT
LEGENDS OF THE DARK

TIMECOP

BROTHERS
IN ARMS

DEAD ISLAND 2

HARROW
COUNTY

GHOST

THE
UMBRELLA
ACADEMY

Legend of the
Five Rings

TIME SPLITTERS

EXPLODING
KITTENS

DARKSIDERS

HOMEWORLD 3

Change of listing Venue to regulated market

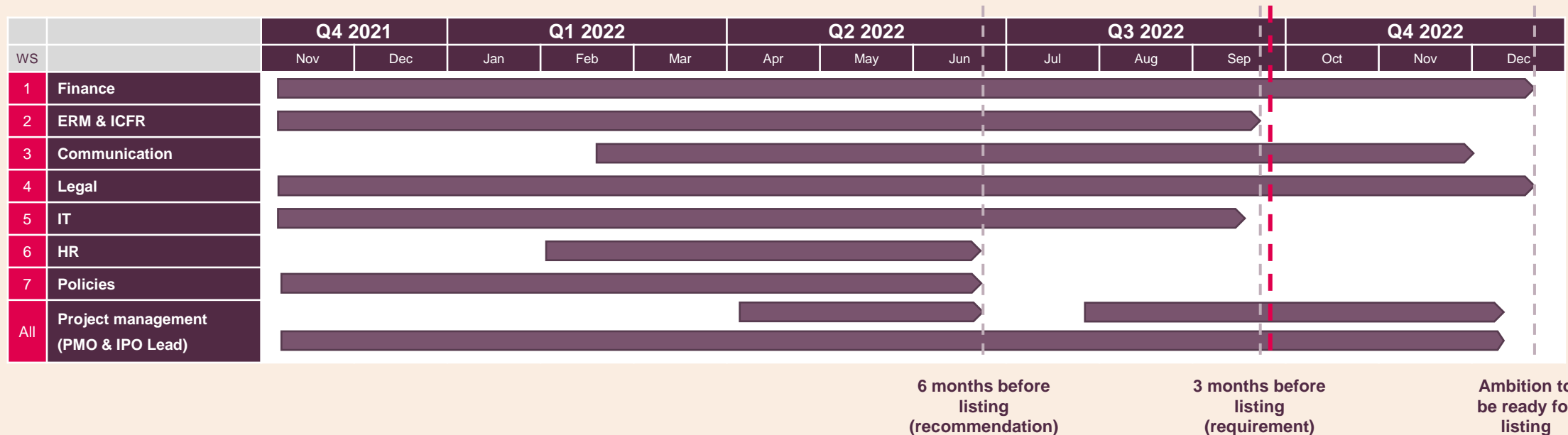
The project for changing listing venue is progressing according to time plan, where we have the ambition to be ready for listing at the regulated Nasdaq Stockholm Main Market by the end of 2022, provided that certain milestones are reached as planned.

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.



**EMBRACER⁺
GROUP**