

EMBRACER⁺ GROUP

Embracer Group acquires New World Interactive

13 August 2020

INSURGENCY

SANDSTORM



” *New World Interactive has shown once again they know what makes for thrilling multiplayer combat* **PC GAMER**

” *It's one of the most harrowing and thrilling depictions of combat I've ever seen... It's a goddamn work of art* **ROCK PAPER SHOTGUN**

” *One of the best multiplayer games of the year* **VG 24/7**

NWI: Indie-spirited FPS specialist with AAA potential



THE
BUSINESS

CREATOR OF FPS IPs FOR PC

3 proprietary titles that have collectively generated **\$50m+** in revenues

RECURRING PREMIUM GAAS MODEL

serves dedicated **10m+** fanbase through quarterly releases

NEW TITLE IN DEVELOPMENT

potential to achieve AAA results in the marketplace

PARTNERSHIP WITH SABER

to be further exploited going forward



THE
DEAL

UNDISCLOSED PURCHASE PRICE

Embracer expects to recoup its investment over c.3 years¹

GOAL ALIGNMENT



Keith Warner (CEO) and leadership are retained

Embracer supports and enable NWI's operating goals



THE
FUTURE



Denver, CO

HQ

Calgary, ON

Studio

EMBRACER'S FIRST CANADIAN STUDIO

Canada ranks third in the world for games development²

SYNERGIES

cross-platform releases

expand service capabilities

realize expansion plan in Canada

Note: 1) Total transaction consideration paid up-front in cash and newly issued EMBRAC B shares priced at VWAP20 with clawback rights. 2) Entertainment Software Association of Canada (2019)

Passionate and growing team

LEADERSHIP



Keith Warner
CEO
10 years in Gaming
Released titles: **3**



Christophe Martin
Head of Product
18 years in Gaming
Released titles: **20+**



Michael Grills
Creative Director
10 years in Gaming
Released titles: **30**

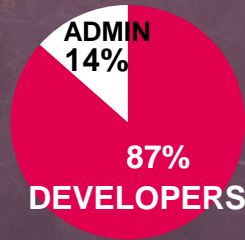


Derek Czerkaski
Head of Production
8 years in Gaming
Released titles: **5**

TEAM



c.48
FTEs



c.95%
people
retention

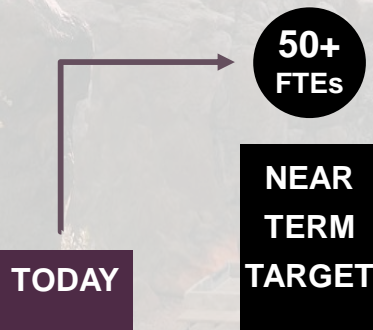


CALGARY: 42 FTEs



DENVER: 6 FTEs

CANADIAN EXPANSION



NEW STUDIO IN MONTREAL

History of New World Interactive

RELEASE OF CONSOLE VERSIONS
IN H1 2021 IN COLLABORATION
WITH SABER INTERACTIVE



Metascore Userscore



74

8.5



Metascore Userscore

77

8.3



Metascore Userscore

78

8.2

**NEXT MAJOR IP
IN DEVELOPMENT**

CONFIDENTIAL



Founded in Denver, CO
by Jeremy Blum as a remote team

Team doubled in size
from remote to increasingly onsite presence

Established 'New World North' in Calgary, ON

Experiment with shift to premium GaaS and LiveOps

Expand footprint in Canada
New studio to be launched in Montreal
Add 50+ people in Canada



Note: 1) Entertainment Software Association of Canada (2019)

Expand and amplify NWI's capabilities within Saber



PARTNERSHIP WITH SABER

Bringing NWI's hit titles
to new platforms

Leverage Saber's backend
technology



RESOURCES TO GROW AND SCALE

Access to development,
publishing, marketing and other
development resources

Enable the bulk of revenues for
NWI's games to be captured
internally



CANADIAN EXPANSION

Growing the Calgary team and
open a new studio in Montreal

Deep talent pool in Montreal with
reduced cost relative to
other territories

EMBRACER+ GROUP

Embracer Group is the parent company of businesses developing and publishing PC and console games for the global games market. The group has an extensive catalog of over 170 owned franchises, such as Saints Row, Goat Simulator, Dead Island, Darksiders, Metro, MX vs ATV, Kingdom Come: Deliverance, TimeSplitters, Satisfactory, Wreckfest, Destroy All Humans!, World War Z and SnowRunner, amongst many others.

With its head office in Karlstad, Sweden, Embracer Group has a global presence through its five operative groups: THQ Nordic, Koch Media/Deep Silver, Coffee Stain, Amplifier Game Invest and Saber Interactive. The group has 33 internal game development studios engaging more than 4,000 employees and contracted employers in more than 40 countries.