



Scott Rupp to develop MTGx presence in US

- MTGx appoints Scott Rupp to reinforce MTG's presence in the world's leading entertainment and technology market
- Scott brings over 20 years of experience in digital media and entertainment

Scott Rupp has been appointed Managing Director for MTGx USA. Scott will develop US opportunities for MTGx's portfolio, expand the company's international network and source new digital investments.

Based in San Francisco, Scott has over 20 years of experience in digital media and entertainment. Before joining MTGx, Scott was CEO of Digital Artists Entertainment, the VC-backed start-up behind Ignition, an influencer content sharing platform reaching millions of social media followers.

Scott previously held entrepreneurial and executive positions at Icebox, Gazillion Entertainment, McKinsey & Company, Deutsche Banc Alex. Brown and Carlyle Group.

Through its portfolio companies, MTGx already has a strong presence in the US. ESL, the world's largest esports company, organizes major events in the US such as ESL One New York, and operates a studio and office in Burbank, California with around 100 employees.

DreamHack, the organizer of the world's largest digital festivals and LAN parties, recently announced events in Austin, Atlanta and Denver for 2017, and the touring esports championship DreamHack Masters will come to Las Vegas in February 2017.

In October 2016 MTG announced the acquisition of 35% of InnoGames, a leading global online games developer and publisher with over a quarter of its gamers based in the US.

The US is also an important market for MTGx's multi-platform network Zoomin.TV.

Arnd Benninghoff, MTG EVP and CEO of MTGx: "Our portfolio companies have a strong presence in the US, along with many of the world's largest digital media businesses. It's a natural next step for MTGx to put a man on the ground in this global entertainment and technology centre. Scott's amazing experience and relationships will open up even more fantastic opportunities for our business, while giving us the inside track on the very latest trends such as 360 video, VR and AR."

Scott Rupp, Managing Director of MTGx USA: "I love building digital entertainment businesses, and the MTGx team's passion and ambition are off the charts. Incredible! There's no doubt MTG has the people, assets, global footprint and entrepreneurial culture to shape the future of digital entertainment, and I can't wait to get started."

Questions?

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MTGx is shaping the future of entertainment by delivering world-class, next-generation entertainment experiences in esports, through social influencers and on multi-platform networks. MTGx is part of MTG, a leading international digital entertainment group. Our popular entertainment brands span Content Production, TV, Radio and esports, and are available around the world. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').