



PRESS RELEASE

MAY 31, 2016

Paradox today commences trading on Nasdaq First North Premier

Paradox Interactive AB (publ) (“Paradox” or “The Company”), a leading global developer and publisher of strategy games, simulation games and RPGs primarily for the PC platform in North America and Europe, today commences trading on Nasdaq First North Premier under the trading symbol PDX.

- The price in the Offering was set at SEK 33 per share, corresponding a valuation of the Company of SEK 3 485 million.
- The Offering comprised a total of 16,327,400 existing shares, all of which were offered by the Selling Shareholders in Paradox, corresponding to approximately 15 percent of the total shares in the Company and an Offering size of SEK 539 million. The Company will not receive any proceeds from the Selling Shareholders.
- Through the Offering, the Company received more than 20,000 new shareholders. As a long-term Partner Investor, Swedbank Robur has acquired shares in the Offering corresponding to a value of SEK 60 million and an ownership of 1.7 %. As a fan to the Company and its games, Tencent, the world-leading online game developer/operator and recognized as the largest online gaming community in China has, as announced on May 27 2016, acquired shares in the Offering corresponding to a value of SEK 174 million and an ownership of 5 %.
- Fredrik Wester and Spiltan will continue to be long-term shareholders in Paradox with 33.3 % and 30.5 % of the shares in the Company respectively.
- Trading in the Company’s shares on Nasdaq First North Premier commences today, 31 May 2016, under the trading symbol PDX.

Fredrik Wester, CEO, founder and principal owner of Paradox says:

“I am very pleased with the very large interest shown for Paradox during the listing process – from fans, employees and other parties with a long-term interest in our company. The listing will provide us with improved opportunities to continue on our profitable path and implement our strategy to immerse



ourselves in our gaming niches, broaden our technology platform and expand beyond our core markets in order to create a better presence closer to our fans.”

Håkan Sjunnesson, Chairman of Paradox and head of Investment AB Spiltan’s holding in Paradox says:

“The large interest shown for our company is a stamp of approval for our way of conducting our business and the hard work put in by all of our employees to develop and bring to market exciting games to our fans around the world. I welcome all new shareholders in our company and look forward to bringing them to join our coming journey.”

Advisors

Avanza Bank is acting as Lead Advisor and Bookrunner and Pepins as Placement Agent through its crowdfunding platform. Fogel & Partners is acting as strategic communications advisor to the Company and Setterwalls is acting as legal advisor to the Company and its selling shareholders.

For more information, please contact:

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About Paradox

The Paradox Interactive group today includes publishing and internal development of PC-games and licensing White Wolf’s brands. The publishing operation publishes both internally developed titles as well as titles developed by independent studios as well as music and books. The game portfolio today includes of more than 75 titles and Paradox Interactive owns the most important of the brands, including *Europa Universalis*, *Hearts of Iron*, *Crusader Kings*, *Cities: Skylines* and *Magicka*. From the start over ten years ago, the company has published its games all over the world, initially through physical distribution using partners, but from 2006 digitally using its own publishing arm. The development platform is primarily PC, but during 2015 the company has released games on PS4 and mobile platforms as well. The largest markets today include the US, UK, Germany, France, Russia and Scandinavia. Today approximately one million gamers play a Paradox game each month and the number of Paradox users exceeds five million. The company’s shares are admitted to trading on Nasdaq First North Premier with



the ticker PDX. Avanza Bank is the company's Certified Adviser. Visit www.paradoxinteractive.com for more information.