



Press release

Starbreeze enters co-publishing agreement with Koch Media for 2023 PAYDAY 3 launch

March 19, 2021 | 07:30 CET

Starbreeze (“Starbreeze”) today announced a global co-publishing deal with the leading European publishing partner Koch Media GmbH (“Koch Media”), for the highly anticipated PAYDAY 3. The agreement provides for an estimated total investment exceeding 50 MEUR for both development and marketing of PAYDAY 3 including more than 18 months of post-launch “Games as a service”, meaning continuous development, release of new content and marketing. With the co-publishing deal, the PAYDAY 3 project is fully financed. PAYDAY 3 is expected to launch during 2023.

Starbreeze remains the owner of the PAYDAY IP – one of the most successful game franchises in the world with more than 28 million installed base games to date – and will be responsible for the continued development of PAYDAY 3. The game marks the next major product for Starbreeze and will enable the company to further grow the PAYDAY IP-portfolio.

“We are excited to announce this exclusive long-term PAYDAY 3 co-publishing deal with Koch Media who shares our passion for the PAYDAY franchise and the “Games as a service” model. In addition to securing the continued development, this deal secures global publishing of PAYDAY 3 as well as the marketing efforts through the entire game life cycle. We now have a strong foundation for a successful launch of PAYDAY 3”, said Tobias Sjögren, Acting CEO of Starbreeze.

With over 20 years of experience, Koch Media has positioned itself as a premier publisher of digital entertainment. Using its extensive global marketing and communications experience and networks, Koch Media will be responsible for publishing and marketing activities for PAYDAY 3 around the world.

“We are delighted to welcome Starbreeze as a new partner for our global publishing business. PAYDAY 3 is shaping up to be an incredible game. Based on what we’ve seen already, PAYDAY 3 is going to take the franchise to new heights and will delight PAYDAY fans as well as new audiences alike with innovative multiplayer gameplay”, said Klemens Kundratitz, CEO, Koch Media Group.

PAYDAY 3 will be launched in a coordinated release on PC and consoles in 2023, with additional content and functionalities planned for long beyond the original release date.

Invitation to a conference call and webcast on March 19, 2021 at 10:00 (CET)

Starbreeze invites investors, analysts and media to a conference call in connection with the co-publishing agreement with Koch Media. The presentation will be held by CEO Tobias Sjögren in English and will conclude with a Q&A session. Questions can be asked on the telephone conference or in written form through the webcast. No pre registration is needed.

Date and time

March 19, 2021 at 10:00 (CET)

Webcast link

<https://tv.streamfabriken.com/press-conference-2021-3>

To participate via telephone, please dial-in on the numbers below

SE: +46856642651

UK: +443333000804

US: +18558570686

Participant Pin-code

55665229#

After the presentation, a recording of the webcast will be available on the webcast link.

For more information, please contact:

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This information is information that Starbreeze AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 07.30 CET on March 19, 2021.

About Starbreeze

Starbreeze is an independent developer & creator of PC and console targeting the global market, with studios in Stockholm, Barcelona and Paris. Housing the smash hit IP PAYDAY, Starbreeze develops games based on proprietary and third-party rights, both in-house and in partnership with external game developers. Starbreeze shares are listed on Nasdaq Stockholm under the tickers STAR A and STAR B with the ISIN-codes SE0007158928 (A share) and SE0005992831 (B share). For more information, please visit starbreeze.com

About Koch Media

The Koch Media Group is a global developer, publisher and distributor of video games, VR games, gaming hardware and merchandise.

The group's publishing activities, marketing and distribution extend throughout Europe, America, Australia and Asia. Koch Media has more than 25 years of experience in the digital media business and has risen to become a leading global publishing partner. The Koch Media Group runs a multi-label strategy with fully owned publishing units which publish games for consoles, PC and VR platforms across all physical and digital channels.

Additionally, as global publishing partner Koch Media has formed long-term multi-national publishing collaborations with numerous game publishers. With its parent company in Höfen, Austria, and the Publishing HQ in Munich, Germany, Koch Media owns local publishing companies in Germany, UK, France, Spain, Italy, Sweden, the Netherlands, Austria, Switzerland, Poland, Australia, the United States as well as Japan and Hong Kong.

Koch Media is an Embracer Group company.