



Starbreeze' partner PopReach launches the mobile game "PAYDAY™ Crime War" worldwide

Starbreeze' license partner, PopReach Corporation, today announced the worldwide launch of "PAYDAY Crime War" on the Google Play and Apple App Stores. *PAYDAY Crime War* is the first PAYDAY game on mobile platforms, as well as the first free-to-play version of one of the world's most successful PC game franchises.

"Starbreeze strategy is to make PAYDAY a true cross-media brand and it is immensely satisfying to see our collaboration with PopReach bear fruit in PAYDAY Crime War – a truly mobile heisting experience in the palm of your hand.", said Tobias Sjögren, CEO of Starbreeze.

"The PopReach Games team has worked incredibly hard to deliver an authentic AAA mobile experience that is familiar and engaging to the millions of existing PAYDAY fans, while also appealing to a brand new audience of heisters," said Jon Walsh, CEO of PopReach.

"Following our successful soft launch with over 1,000,000 heists played, the response to PAYDAY Crime War has been incredible with over 150,000 players pre-registered for today's worldwide launch, and we're excited to move forward with this globally anticipated game."

KEY GAME FEATURES:

- Take on other heisters in co-op PvP (Player vs. Player) "Cash Grab" mode
- Team up with friends and form a 4 person crew to pull off the most epic heists in co-op PvE (Player vs. Enemy) mode
- Collect an arsenal of weapons and gear to customize your heister for each mission
- Earn dozens of iconic characters with unique specialties to choose from

PAYDAY Crime War is based on a free-to-play business model, with monetization focused on in-app purchases and in-game advertising. Access to the entire universe of PAYDAY 2

STARBREEZE

ENTERTAINMENT

PC game and game assets, provides PAYDAY Crime War with an extensive pipeline of content that will keep players engaged for years.

For more information, including Google Play and Apple App Store download links, please visit the official PAYDAY Crime War site at www.paydaycrimewar.com.

About PopReach Corporation

PopReach, a Tier 1 Issuer on the TSX Venture Exchange, with shares also trading on OTCQX® Best Market, is a multi-platform technology company focused on acquiring, optimizing and growing companies and assets that provide services, technology or products within the digital media ecosystem. The Company's portfolio includes: PopReach Games, a free-to-play mobile game publisher; NotifyAI, a push notification advertising platform; Q1Media, an industry-leading advertising and media service provider; Contobox, a leading edge customer engagement platform; Ubiquity, a data driven user acquisition and marketing technology platform; SCS, an integrated agency powering brand performance with data and creativity; and OpenMoves, a Google Premier Partner driving creative and growth across pay-per-click advertising and search engine optimization.

About Starbreeze

Starbreeze is an independent developer, publisher, and distributor of PC and console games targeting the global market, with studios in Stockholm, Barcelona, Paris and London. 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.

For more information, please visit www.starbreeze.com