



COMPANY RELEASE

10 December 2020 17:20 (EET)

Nitro Games to develop Nerf mobile game

Nitro Games has secured a global exclusive license for Nerf by Hasbro to develop a mobile action game based on Nerf blasters.

Nitro Games Oyj has signed a Digital License Agreement (“Agreement”) with Hasbro regarding the use of Nerf brand in connection with the upcoming mobile game by Nitro Games.

With this Agreement Nitro Games secures a global (excluding China) exclusive license to the Nerf brand and associated trademarks in the category of action games based on the Nerf blaster on mobile. The Agreement follows an industry standard structure. Nitro Games acts as the developer and publisher of the game, and Hasbro acts as the Licensor of the brand. Upon signing of this Agreement, Nitro Games shall pay a limited upfront fee to Hasbro. Subsequent to this, Nitro Games has agreed to pay Hasbro a yearly brand license that is recoupable against net sales. The net financial revenue for Nitro Games from the Agreement is dependent of the success of the game.

“By joining forces with Hasbro we are combining our expertise in the action category with a really strong brand to create a unique mobile gaming experience. We believe this will result in a fun and approachable gameplay appealing to a wide audience, and expect the Nerf brand to give us a good leverage in the marketability and discoverability of the game.” says Jussi Tähtinen, CEO of Nitro Games.

The game development will begin immediately and the game is expected to be ready for soft-launch in 2021.

For more information:

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This company release contains information that Nitro Games Oyj is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication by aforementioned contact person on 10 December 2020 at 17:20 (EET).

Hasbro in brief:

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include Nerf, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past nine years. We routinely share important business and brand updates on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter and Instagram.)

Nitro Games in brief:

Nitro Games is a free-to-play mobile game developer and publisher. Nitro Games team is a multinational group of mobile gaming professionals that has the expertise from development to publishing to live-operations. The Company focuses on producing mobile games with high production value for mid-core audience. Nitro Games is specialized in the category of shooter games. With Nitro Games' powerful NG Platform and the NG MVP process, the Company is able to carry out market validation with its games during development. Nitro Games has developed games based on its own IP such as Lootland, Heroes of Warland, Medals of War, Raids of Glory. The company offers its services also to selected customers and has developed several successful projects to leading mobile gaming companies.

Nitro Games' shares are listed on Nasdaq First North Growth Market with the ticker NITRO. The Certified Adviser is FNCA Sweden AB, info@fnca.se, +468 528 00399.

www.nitrogames.com

