



PRESS RELEASE

Stockholm, 21 April 2020

EG7 announces its intention to carry out a directed share issue

INSIDE INFORMATION: Enad Global 7 AB (publ) ("EG7" or the "Company") hereby announces its intention to carry out a directed new share issue of approximately twelve percent new shares (the "New shares") directed to institutional investors, which is intended to be carried out based on the authorization granted by the annual general meeting on 9 May 2019 (the "Directed Share Issue"). EG7 has engaged Carnegie Investment Bank AB (publ) ("Carnegie") to investigate the conditions for the Directed Share Issue through an accelerated book building procedure.

Following closing of the two transformative acquisitions of Petrol Interactive and Sold Out, both during 2019, EG7 has become a well-diversified group with a platform well-suitable for new investments of both game IPs and acquisitions. Recently, EG7 has identified a higher amount and more attractive opportunities which justify accelerated investments in its game development segment, with several titles in the near-term release pipeline. In addition, the Company sees a higher amount and more attractive opportunities to co-invest along independent third-party game developers within its publishing segment. EG7's goal with the Directed Share Issue is to strengthen the Company's financial position in order to be able to act on these opportunities that have arisen.

The subscription price of the New Shares will be determined through an accelerated book building procedure, which will begin immediately after publication of this announcement and end before the commencement of trading on Nasdaq First North Growth Market on 22 April 2020. The book building procedure may, at the discretion of the Company, close earlier or later and may be cancelled at any time.

The reasons for the deviation from the shareholders' preferential rights are mainly to further diversify the shareholder base among institutional investors and at the same time raise capital in a time efficient manner. The Board of Directors' assessment is that the subscription price in the Directed Share Issue is in accordance with market conditions, since it has been determined through an "accelerated book-building" procedure.

In connection with the Directed Share Issue, the Company has agreed, with customary exceptions, not to issue additional shares for a period of 360 calendar days after the settlement date. In addition, Robin Flodin (Group CEO and Co-founder) and Alexander Albedj (Chairman of the Board) have committed, with customary exceptions, not to sell any shares in EG7 for a period of 180 calendar days after the settlement date.

ADVISORS

Carnegie has been appointed Sole Bookrunner, Baker & McKenzie Advokatbyrå KB acts as legal counsel to the Company, and Gernandt & Danielsson Advokatbyrå KB acts as legal counsel to Carnegie in connection with the Directed Share Issue.

RESPONSIBLE PARTIES

This information is such information Enad Global 7 AB (publ) is obliged to make public in accordance with the (EU) Market Abuse Regulation 596/2014. The information in this press release has been made public through the agency of the responsible person set out below for publication at the time stated by Enad Global 7 (publ)'s news distributor Cision at the publication of this press release. The responsible person below may be contacted for further information.

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FOR FURTHER INFORMATION, PLEASE CONTACT:

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ABOUT EG7

EG7 is a group of companies within the gaming industry that develops, markets, publishes and distributes PC, console and mobile games to the global gaming market. The company employs 100+ game developers and develops its own original IP:s, as well as act as consultants to other publishers around the world through its game development divisions Toadman Studios and Antimatter Games. In addition, the group's marketing department Petrol has contributed to the release of 1,500+ titles, of which many are world famous brands such as Call of Duty, Destiny, Dark Souls and Rage. The group's publishing and distribution department Sold Out holds expertise in both physical and digital publishing and has previously worked with Team 17, Rebellion and Frontier Developments. EG7 is headquartered in Stockholm with 200 employees in 8 offices worldwide.

Nasdaq First North Growth Market Ticker Symbol: EG7

Certified Adviser: Eminova Fondkommission AB, Phone: +46 8 684 211 00



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Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's and the group's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities



and the markets in which the Company and the group operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements in this press release are free from errors and readers of this press release should not place undue reliance on the forward-looking statements in this press release. The information, opinions and forward-looking statements that are expressly or implicitly contained herein speak only as of its date and are subject to change without notice. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, unless it is not required by law or Nasdaq First North Growth Market rule book for issuers.

Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended ("MiFID II"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "MiFID II Product Governance Requirements"), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in EG7 have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the "Target Market Assessment"). Notwithstanding the Target Market Assessment, Distributors should note that: the price of the shares in EG7 may decline and investors could lose all or part of their investment; the shares in EG7 offer no guaranteed income and no capital protection; and an investment in the shares in EG7 is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Directed new share issue.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in EG7.

Each distributor is responsible for undertaking its own target market assessment in respect of the shares in EG7 and determining appropriate distribution channels.