



ENAD GLOBAL 7

EG7 successfully completes direct issuance of 3,779,367 new shares raising proceeds of approximately SEK 119 million

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INSIDE INFORMATION: The Board of Directors of Enad Global 7 AB (publ) ("EG7" or the "Company") has resolved to issue 3,779,367 shares, based on the authorization granted by EG7's annual general meeting on 9 May 2019 (the "Directed Share Issue") and in accordance with the intention to carry out the Directed Share Issue as communicated by the Company earlier today. The subscription price in the Directed Share Issue is SEK 31.50 per share and has been determined through an "accelerated book-building" procedure led by Carnegie Investment Bank AB (publ) ("Carnegie"). Through the Directed Share Issue, EG7 will receive proceeds amounting to approximately SEK 119 million, before deductions for costs related to the Directed Share Issue.

Subscribers in the Directed Share Issue include new and existing well renowned Nordic and international investors.

The Directed Share Issue will strengthen the Company's financial position and enable the Company to accelerate investments in its game development segment, with several titles in the near term release pipeline, and to act on co-investments along independent third-party game developers within its publishing segment.

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.

The completion of the Directed Share Issue results in a dilution for existing shareholders of approximately 10.8 percent of the number of shares and votes in the Company after completion of the transaction, through an increase in the number of outstanding shares and votes of 3,779,367, from 31,209,159 to 34,988,526. The share capital will increase by approximately SEK 151,175 from approximately SEK 1,248,366 to approximately SEK 1,399,541.

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.

In order to facilitate the timely delivery of shares to the investors in the Directed Share Issue, Robin Flodin will lend 3,779,367 existing shares to Carnegie. The lent shares will be returned after the Directed Share Issue has been registered with the Swedish Companies Registration Office (Sw. *Bolagsverket*), which is expected to take place around 30 April 2020.

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.

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.