



Flexion Mobile announces contemplated directed issue of ordinary shares

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London, United Kingdom, 3rd of December, 2020

Flexion Mobile Plc (the “Company” or “Flexion Mobile”) (Nasdaq: FLEXM) hereby announces its intention of a placement of ordinary shares of approximately SEK 90m, through the issuance of new shares which is intended to be resolved on by the board of directors based on the authorization granted by the annual general meeting on 24th of September, 2020 (the “Private Placement”). The Private Placement is directed to Swedish and international institutional investors. In addition, Flexion Mobile’s largest channel, a leading device manufacturer (“Customer”), has, subject to certain conditions, committed to subscribe for shares in an amount of up to EUR 3 million in a separate directed share issue at the same price as in the Private Placement. Flexion Mobile has engaged ABG Sundal Collier to investigate the conditions for the Private Placement of new ordinary shares through an accelerated bookbuilding procedure.

The price of the shares in the Private Placement will be determined through an accelerated bookbuilding procedure, which will begin immediately after publication of this press release and end before the commencement of trading on Nasdaq First North Growth Market on 4th of December, 2020. The bookbuilding procedure may, at the discretion of the board of directors of the Company, close earlier or later and may be cancelled at any time, and thus the board of directors may refrain from conducting the Private Placement.

In addition to the Private Placement, Customer has committed to subscribe for shares in the Company in an amount of up to EUR 3 million at the bookbuilding price in a separate directed share issue, subject to that the Private Placement is completed.

The reason for the deviation from the shareholders’ preferential rights is to broaden the ownership base in the Company among Swedish and international institutional investors and take the opportunity to raise capital on favourable terms in a time- and cost-effective manner. The net proceeds received from the issuance of shares will further strengthen the Company’s financial position and will be used for general corporate purposes, including accelerated tech development and sales capacity.

Advisors

ABG Sundal Collier (“**ABG**”) has been appointed Sole Bookrunner. Gernandt & Danielsson Advokatbyrå acts as legal counsel in connection with the Private Placement.

Responsible party

This information is such information Flexion Mobile 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 forth below for publication at the time stated by Flexion Mobile’s news distributor Cision at the publication of this press release. The responsible person below may be contacted for further information.

For more information, please contact:

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About Flexion Mobile Plc:

Flexion offers a distribution service for free-to-play Android games. Using the service developers can distribute their games in multiple channels like Huawei, Amazon, Samsung, Xiaomi and ONE Store. These are channels that the developers are struggling to reach and support. At the core of Flexion’s service is the patented enabling and enhancement software that converts developer’s existing Android games into specific game versions for the new stores without any work required by the developers. Flexion Mobile Plc is listed on Nasdaq First North Growth Market, Shortname: FLEXM. Certified Adviser is FNCA Sweden AB, +46(0)8-528 00 399, info@fnca.se.

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This announcement does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in the new shares. Any investment decision in connection with the Private Placement must be made on the basis of all publicly available information relating to the Company and the Company’s shares. Such information has not been independently verified by the ABG. The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness. ABG is acting for the Company in connection with the transaction and no one else and will not be responsible to anyone other than the Company for providing the protections afforded to its clients nor for giving advice in relation to the transaction or any other matter referred to herein.

This announcement does not constitute a recommendation concerning any investor’s option with respect to the Private Placement. Each investor or prospective investor should conduct his, her or its own investigation, analysis and evaluation of the business and data described in this announcement and publicly available information. The price and value of securities can go down as well as up. Past performance is not a guide to future performance.

This press release does not constitute or form part of an offer or solicitation to purchase or subscribe for securities in the United States. The securities

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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 operate. 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's 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 ordinary shares in Flexion Mobile 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 ordinary shares in Flexion Mobile may decline and investors could lose all or part of their investment; the ordinary shares in Flexion Mobile offer no guaranteed income and no capital protection; and an investment in the ordinary shares in Flexion Mobile 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 Private Placement. Furthermore, it is noted that, notwithstanding the Target Market Assessment, ABG will only procure investors who meet the criteria of professional clients and eligible counterparties.

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 ordinary shares in Flexion Mobile.

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