



Starbreeze Partners with Gamefam to Expand PAYDAY® Franchise with Second Game on Roblox

PAYDAY

GAMEFAM

Starbreeze Entertainment, creator and publisher of the PAYDAY gaming franchise, today announced a partnership with [Gamefam](#), the leading immersive gaming and media company for Gen Z and Alpha communities, to develop a new PAYDAY game on Roblox, launching later this year.

The new Gamefam-developed experience will offer players a distinct new entry point into the PAYDAY universe. Roblox, which now has 145 million DAU (up 70% YoY), continues to grow in importance as a key platform for Starbreeze to connect with its existing PAYDAY fanbase and build all-new fans.

The announcement marks the next step in Starbreeze's strategy to grow the PAYDAY franchise across platforms, building on the success of *Notoriety: A PAYDAY® Experience* on Roblox, developed by Moonstone Games under license, which has surpassed 400 million visits and holds a 92% player approval rating, establishing PAYDAY as one of Roblox's most successful co-op franchises.

Gamefam brings extensive experience developing and operating some of Roblox's most-played games, with a 50+ game portfolio that has surpassed 37 billion gameplay sessions to date and 16 million daily gameplay sessions. Gamefam has been the go-to Roblox partner for major game publishers including SEGA (*Sonic Speed Simulator*) and Ubisoft (*Brawlhalla*) and global brands including Old Navy, Intuit, Paramount and FIFA.

"PAYDAY has an incredibly dedicated and loyal community on Roblox, and we recognise how important these fans are to the franchise's future," said Matt Dixon, Chief Growth Officer, Starbreeze Entertainment. *"Notoriety has built its own community around both*

STARBREEZE

ENTERTAINMENT

the experience and the IP, and that's a real achievement. Our primary goal is to entertain our players, and that means giving them even more ways to enjoy PAYDAY content and immerse themselves in the world of heisting. Partnering with Gamefam gives us the capability and expertise to build something new that sits perfectly alongside what Moonstone has created with Notoriety. We're committed to being where our players are."

"PAYDAY is one of gaming's most iconic co-op franchises, and its community on Roblox is a testament to its enduring appeal," said Bruce Maclean, SVP and Studio GM, Gamefam.

"Our game will extend the legacy of PAYDAY with Gen Z and Alpha, right where they hang out daily, while creating something that feels native to the platform and genuinely fun for Roblox players, whether they're coming in as PAYDAY fans or discovering the franchise for the first time."

The new experience is in development and further details will be announced ahead of launch.

For more information, please contact;

Matt Dixon, Chief Growth Officer of Starbreeze AB

ir@starbreeze.com

Kenny Mintz, Director of Communications & Brand at Gamefam

kenneth@gamefam.com

STARBREEZE

ENTERTAINMENT

About Gamefam

Gamefam is the leading immersive gaming and media company for Gen Z and Alpha communities. Pairing expert brand strategists with world-class developers, Gamefam successfully delivers strategies for its brand and IP partners through an industry-leading network of games across Roblox, Fortnite and other platforms, driving reach and scale with 360-degree amplification programs informed by proprietary insights and measurement solutions. Established in 2019 as the first professional Roblox developer, Gamefam has now become the largest and most successful immersive gaming and media company, with over 37 billion lifetime visits and 16 million average daily visits across its 50+ live-operated game portfolio on Roblox, Fortnite and other platforms. Gamefam has delivered winning strategies, games and campaigns with top IP partners including Paramount, Warner Music Group, the NFL, Netflix, Mattel, Sony, Sega, Samsung and Crunchyroll. The company successfully created three of the top 10 branded Roblox games of all time; three of the top five Roblox concerts of all time; and the first-ever brand integration into a Fortnite game. Gamefam's top branded and original franchises include Sonic Speed Simulator, Twilight Daycare, Barbie DreamHouse Tycoon, SpongeBob Simulator, Deadpines: Zombie Survival, Obby But on a Bike HD, Super League Soccer and Car Dealership Tycoon. Gamefam has been honored by Great Place to Work®, Inc. 5000, Fast Company's Most Innovative Companies, LinkedIn's Top Startups, The Clio Awards, The Webby Awards and more. For more information, visit www.gamefam.com.

About PAYDAY®

PAYDAY is Starbreeze's flagship co-op heisting franchise, spanning PC and console games with a global community. It is one of the world's most recognized co-op heisting experiences, having engaged more than 50 million players and generated more than \$400 million in lifetime gross revenue.

With the franchise at the core of Starbreeze's strategy, PAYDAY continues to evolve through new content and live engagement, partnerships, and licensing that expand the universe to new audiences and formats. PAYDAY is a registered trademark of Starbreeze AB (publ).

About Starbreeze Entertainment

Starbreeze is an independent developer, publisher, and distributor of video games targeting the global market. 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