

Press release

Karlstad, Sweden, 31 January 2023

## Embracer Group appoints Chief Strategic Partnerships Officer

**Embracer Group AB (“Embracer Group”) has appointed Careen Yapp to the newly created position of Chief Strategic Partnerships Officer. Careen will serve as part of the Group Executive Management Team. Onwards the Group Executive Management will thus consist of Lars Wingefors, CEO, Johan Ekström, CFO and Deputy CEO, Ian Gulam, Chief of Staff, Legal & Governance and Careen Yapp, Chief Strategic Partnerships Officer.**

*“I am very glad to have Careen Yapp joining the Embracer Group. Her broad industry knowledge and over twenty years of technology and entertainment experience will add significant value to the Embracer Group’s ecosystem. Her new role will be key for defining strategic industry partnerships in close collaboration with the Group Executive Management team and operative groups while maintaining our decentralized operating model”, says Lars Wingefors, CEO and Co-founder of Embracer Group.*

Careen brings more than twenty years of technology and entertainment experience to her new role, including executive business development and licensing positions at Sony Computer Entertainment, Konami Digital Entertainment and others. She joins Embracer Group from Google Stadia where she led the strategic direction and pursuit of global content partnerships for Stadia and entry point partnerships for Immersive Stream for Games. Prior to Google, Careen led business development and account management at Gaikai, a division of Sony Computer Entertainment.

As Chief Strategic Partnership Officer, Careen will be responsible for aligning strategic Group partnership objectives with each operative group to drive Group-wide results. While maintaining the culture of the decentralized operating model, Careen will work together with the Group Executive Management Team and the operative groups to shape Group partnerships, lead business development at group level as well as drive business synergies and collaborations across the group.

In close collaboration with the operative groups and to opt-in if they fit within their individual company strategy and focus, Careen will work with the operative groups to identify industry trends, assess sector needs, evaluate existing partnerships to determine the extent of their business impact, cultivate new strategic partnerships and develop new revenues. The role of Chief Strategic Partnership Officer will support the operative groups by helping to create new business models, grow partner programs and develop partnerships with the biggest business impact while fostering autonomy, speed, and creating sustainable organic synergies across the Group’s ecosystem.

Currently serving as chairman of the board for Women in Games International and as a board member of the Entertainment Software Association Foundation, Careen is deeply committed to the individuals who shape the future of the video game industry. She has a strong record in building global business development strategies, pursuing new business opportunities and leading teams in the execution of such initiatives. Careen holds a BA, English Literature (with Honors), from the University of California, Santa Barbara.

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**About Embracer Group**

Embracer Group is a global Group of creative and entrepreneurial businesses in PC, console, mobile and board games and other related media. The group has an extensive catalog of over 850 owned or controlled franchises.

With its head office based in Karlstad, Sweden, Embracer Group has a global presence through its twelve operative groups: THQ Nordic, PLAION, Coffee Stain, Amplifier Game Invest, Saber Interactive, DECA Games, Gearbox Entertainment, Easybrain, Asmodee, Dark Horse, Freemod and Crystal Dynamics – Eidos Montréal. The Group has 132 internal game development studios and is engaging more than 15,700 employees in more than 40 countries.

Embracer Group's shares are publicly listed on Nasdaq Stockholm under the ticker EMBRAC B.

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