

PRESS RELEASE

23 December 2024 20:15:00 CET

Maximum Entertainment divests certain assets in its subsidiary Merge Games

Stockholm, Sweden (December 23, 2024) – Maximum Entertainment AB (Nasdaq: MAXENT B) has today entered into an asset sale agreement to divest a number of intellectual property rights to catalog titles and existing stock of retail products to Silver Lining interactive Ltd, a UK company owned by the founders of Merge Games and their family members.

*"This agreement is a significant step in balancing Maximum Entertainment's financial position and clearing our liabilities," said **Philippe Cohen, CEO of Maximum Entertainment.** "Recently established by Merge's founders, Silver Lining Interactive is the ideal partner for this sale. The deal puts these divested IPs into good hands and sets them up for success, while allowing Maximum Entertainment to focus resources on flagship titles that we are confident will drive value into 2025 and beyond."*

Transaction key components

The divestment includes:

- Merge Games interests, including intellectual property rights to approximately 90 titles from the Merge Games catalog, including Spirit of the North.
- All rights to key titles Smalland: Survive the Wilds, Bramble: The Mountain King, Pixelshire, Morbid: The Lords of Ire and Sunnyside remain with Maximum Entertainment.
- Stock items to a resale value of EUR 430,000.
- Office lease agreement, as well as existing IT and office equipment.

Financial impact

- Maximum Entertainment will receive a consideration of EUR 1,000,000, payable at completion.
- An additional stock royalty estimated at EUR 135,000, payable over six (6) months from completion.
- The owners of the buyer, Luke and Joanne Keighran will release Maximum Entertainment of any remaining claims and/or earn-out entitlements under the Share Sale and Purchase Agreement for Merge Games, Ltd amounting to an estimated total value of a EUR 2,330,000 and from other liabilities to an estimated value of EUR 500,000.
- Total direct value equivalent of EUR 4,000,000.

- Signing and closing of the transaction has taken place on 23 December, 2024.

This information is information that Maximum Entertainment is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-12-23 20:15 CET.

About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to crafting indie to AA video game experiences through original content and licensed partnerships. A fully integrated group with a broad portfolio of content, the company emphasizes collaboration and inclusivity in its partnerships to produce the highest level of interactive entertainment. With more than 300 titles in its catalog, Maximum Entertainment has joined forces with talented creators and renowned franchises around the globe to deliver magic to the gamer in everyone. Maximum Entertainment employs experienced professionals across the entire value chain of video games including development, publishing, transmedia, sales, and operations. Visit Maximum Entertainment at www.maximument.com.

For more information, please contact:

Torgny Hellström, Chairman of the Board
E-mail: chairman@maximument.com | Tel: +46 8 490 094 98

For more information regarding the company and investments, please contact ir@maximument.com.

Certified Adviser

Augment Partners AB, info@augment.se, tel +46 (0) 8 604 22 55, is Maximum Entertainment AB's Certified Adviser.

Attachments

[Maximum Entertainment divests certain assets in its subsidiary Merge Games](#)