

PRESS RELEASE

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Maximum Entertainment Partners with Mob Entertainment to Bring Poppy Playtime Triple Pack to Retail

Stockholm, Sweden (August 26, 2024) – Maximum Entertainment AB (Nasdaq: MAXENT B) today announced a new deal with Mob Entertainment, a rapidly-growing transmedia entertainment company and creators of the successful Poppy Playtime franchise.

The partnership will bring the series to physical format for the first time, with the collection of the first three chapters of the Poppy Playtime series for PlayStation 5 releasing at retailers across North America and EMEA on October 31. The collection is now available for pre-order.

“We are very excited about this partnership with Mob Entertainment and look forward to offering fans the chance to get three games in one incredible bundle,” **said Christina Seelye, CEO of Maximum Entertainment.** “Poppy Playtime has become a household name globally with their incredible storytelling and extraordinary visual graphics, and we’re thrilled to be a part of the franchise’s expansion and bringing this experience to new players.”

Poppy Playtime has quickly captured the entertainment world since the initial release of Chapter 1 of the series in 2021. Players have immersed themselves in the horrifyingly mysterious walls of Playtime Co., stepping into the shoes of a former employee who returns to the abandoned factory to uncover the fate of the employees who have mysteriously vanished. Throughout the first three chapters, players have had to solve puzzles and confront menacing toys such as Huggy Wuggy, Mommy Long Legs, CatNap and more, all of whom are determined to thwart their desire to survive.

“We can’t wait for a whole new wave of fans to join the Poppy Playtime adventure,” **said Co-founders Zach Belanger, CEO and Seth Belanger, CCO of Mob Entertainment.** “With our global fan base, it was important for us to partner with a company like Maximum Entertainment who could bring the Poppy Playtime Triple Pack in multiple languages to retailers around the world.”

For more information about Maximum Entertainment, please visit: www.maximument.com.

About Mob Entertainment

Founded in 2015, Mob Entertainment was created by brothers Zach and Seth Belanger, who united their passion for art and storytelling. Their dedicated team continually pushes the boundaries of entertainment, delivering top-tier content that entertains and inspires in an ever-evolving industry. Mob Entertainment, creators of the indie horror sensation Poppy Playtime set in an abandoned toy factory, has seen its characters, including Huggy Wuggy and the Smiling Critters, amass a significant following on YouTube and in consumer products. Poppy Playtime is available on mobile, Steam, Nintendo Switch, Xbox and PlayStation 5. Mob Entertainment is on a mission to craft unconventional stories, captivating characters, and exceptional experiences that redefine norms, enthrall audiences, and achieve both artistic and commercial success. To learn more about the company and stay up to date on news and announcements, visit www.mobentertainment.com or join the discussion on the company's [Discord](#) channel.

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Certified Adviser

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

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.

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Image Attachments

[PoppyPlaytimeTriplePack KeyArt Horizontal](#)

Attachments

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