

Embark Group AB (publ) Rebrand as EMB Mission Bound AB (publ)

Embark Group AB (publ) (the "Company" or "EMB") announces its official rebrand to EMB Mission Bound AB (publ). This transformative step, approved during the extraordinary General Meeting on January 7, 2025, has now been formally registered with the Swedish Companies Registration Office.

The rebranding reflects the Company's future-focused identity and strategic direction. The name "EMB" acknowledges the Company's heritage, while "Mission Bound" highlights its forward-looking approach and commitment to progress.

Operating as a group of businesses transforming the gaming industry, the group of companies offer services in game development, platform innovation, technology solutions, and operator support. Through its fully integrated value chain, the Company delivers seamless and efficient digital entertainment experiences.

Calvin Lim, founder of Embark Group AB (publ) will continue as Executive Chairman of EMB Mission Bound AB (publ). Chi-Ho Li will continue as Chief Executive Officer.

Chi-Ho Li, Chief Executive Officer of EMB Mission Bound, stated: "This rebrand reflects our focus on growth, innovation, and delivering value to stakeholders. We aim to meet the demands of a dynamic industry and position EMB Mission Bound as a leader in the industry."

The Company will continue to trade under the ticker symbol "EMB" on the Nasdaq First North Growth Market. For further details, please visit our website: www.embplc.com.

For more information

EMB Mission Bound AB (publ)
Chi-Ho Li
CEO
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The Company's Certified Advisor

Corpura Fondkommission AB

Press Release
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About the Company

Founded in 2019 and formerly known as LL Lucky Games, EMB Mission Bound is pioneering a new era of connected entertainment. Focused on the gaming industry, we aim to connect businesses, their customers, and the excitement of play in innovative and transformative ways. The company is listed on the Nasdaq First North Growth Market under the ticker symbol EMB. For more information, please visit: www.embplc.com

Attachments

[Embark Group AB \(publ\) Rebrand as EMB Mission Bound AB \(publ\)](#)