

EMB Mission Bound Announces Letter of Intent with MegaBet Plus to Expand European Gaming Operation

EMB Mission Bound AB ("EMB" or the "Company") today announces that it has entered into a non-binding letter of intent ("LOI") regarding the acquisition of a 51% ownership interest in MegaBet Plus, a Cyprus-based, retail-focused sports betting licence holder regulated by the National Betting Authority.

The potential transaction is aligned with EMB's strategy to expand its European operations by combining established, locally licensed retail businesses with scalable online and digital platforms. MegaBet Plus offers a robust foundation through its extensive nationwide retail footprint, while EMB brings expertise in online platform development, technology, and operational execution, supported by established operations and offices across Europe and Asia.

The strategic intent of the transaction is to increase MegaBet Plus's online market share while reinforcing the long-term strength of its retail network. EMB intends to support the business by expanding its digital offering, improving customer engagement across channels, and enhancing operational efficiency to build a more balanced and resilient retail and online business over time.

The parties intend to work toward signing definitive agreements during Q1 2026, subject to the completion of customary due diligence and final negotiations.

The indicative purchase price is EUR 4.1 million (approximately SEK 43 million). It is intended to be settled through the issuance of newly issued shares in EMB Mission Bound, issued at the price of the volume-weighted average price for EMB's share for the 30 trading days preceding the closing of the transaction. Any potential share issuance in connection with the transaction is intended to be resolved by the Board of Directors of EMB Mission Bound AB, pursuant to the authorisation granted by the annual general meeting. Completion of any transaction is subject to, among other things, the execution of final transaction documentation, completion of customary due diligence, relevant approvals, and satisfaction of standard conditions.

The LOI includes an option for the seller to sell an additional 39% of the shares in the company to EMB, at a later stage and subject to further terms, conditions, and the execution of the definitive transaction documentation.

Dominique Laconico, CEO of MegaBet Plus, commented:

"MegaBet Plus has reached a point where the next phase of growth requires stronger digital capability and broader operational scale. Partnering with EMB gives us the ability to evolve the business while preserving what has made our retail network successful over the years."

Calvin Lim, Executive Chairman of EMB Mission Bound, commented:

"MegaBet Plus is a strong addition to EMB's European expansion. The business fits well with our overall approach with complimenting synergies to grow the business. We will continue to evaluate further M&A opportunities that align with this strategy."

Founded in 2007, MegaBet Plus operates a nationwide retail network in over 200 locations across Cyprus and holds Class A (Retail/Land-based) and Class B (Online / Remote) sports betting licences issued by the National Betting Authority.

MegaBet Plus has established long-standing relationships with customers and communities across Cyprus through its extensive retail network. The proposed transaction is intended to support the continued evolution of the business, focused on increasing digital penetration, optimising retail performance, and leveraging group technology and operational expertise to drive sustainable growth. The Company will provide further information if and when binding agreements are executed, in accordance with applicable disclosure requirements.

EMB Mission Bound AB is a Sweden-based gaming technology group operating across gaming content, platforms, and technology solutions. EMB Mission Bound is pioneering a new era of connected entertainment. Focused on the gaming industry, aiming to connect businesses, their customers, and the excitement of play in innovative and transformative ways.

EMB Mission Bound AB (publ) is listed on Nasdaq First North Growth Market under the ticker EMB:STO.

For more information

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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

This information is information that EMB Mission Bound AB 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 2026-01-20 12:55 CET.

Attachments

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