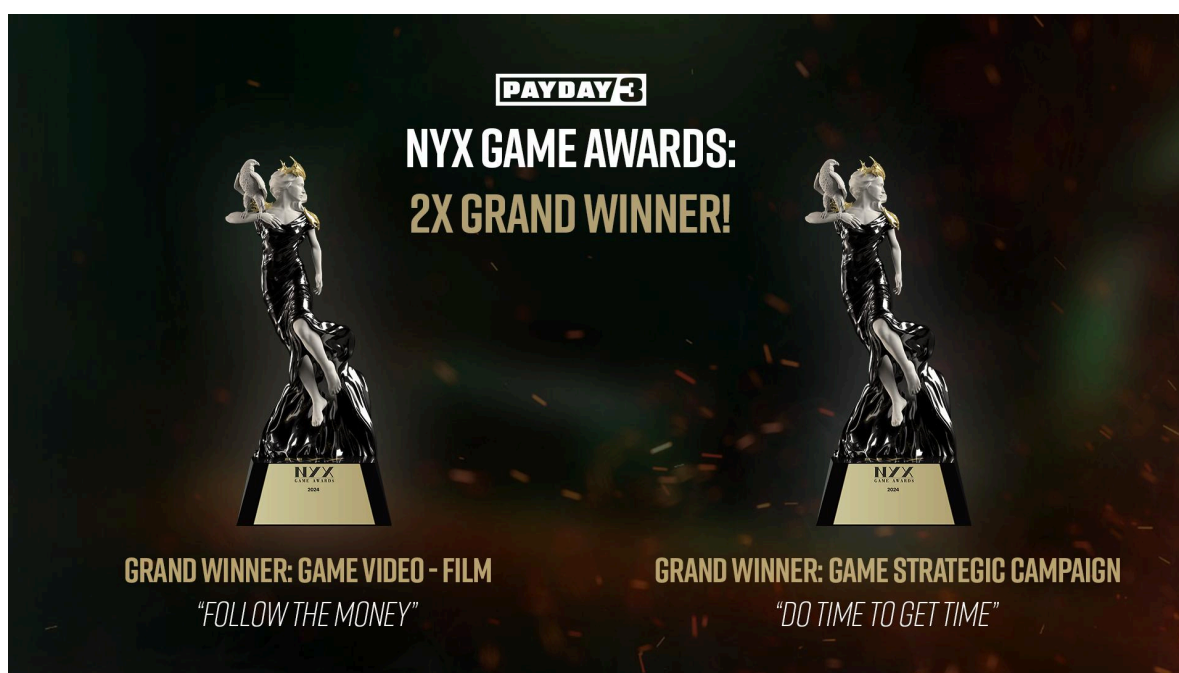




PAYDAY™ 3 is the ‘Grand Winner’ of two prizes at the 2024 NYX Game Awards



Starbreeze Entertainment is proud to announce that PAYDAY 3 has been awarded the highest prize, ‘Grand Winner’ in the categories ‘Game Video’ for [‘Follow the Money’](#), and ‘Game Strategic Campaign’ for [‘Do Time to get Time’](#) at the 2024 NYX Game Awards.

“We are lucky to be working on a title that allows us to make such fun, and engaging content. I’m very happy that the creative efforts and hard work of the team is being recognised by NYX Game Awards.”, says Oscar Wickman, Creative Director of Starbreeze Entertainment.

About the Game Video ‘Follow the Money’

The video’s objective is to enhance the heist fantasy in a cinematic Hollywood style. The

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more serious tone of the cinematography reflects the more grown-up and serious tone of the new installment of the franchise. Building the lore and adding to the universe is crucial in order to create a deep connection to the franchise and maintain the PAYDAY legacy.

In this live-action representation of what the players experience in gameplay, we focus on greed and how the pursuit of every bill can jeopardize the entire heist.

We follow our four core heisters in a daring coup to rob a bank. As the well-planned heist seems to go without hiccups, they get interrupted by a SWAT team. With furious action, our anti-heroes must fight their way out, their greed not allowing them to leave any loot behind.

About the Strategic Campaign 'Do Time to get Time'

The Do Time To Get Time competition was designed to reflect the foundation and objectives of the PAYDAY 3 narrative: overcoming a difficult challenge as a team, and getting a reward worth the efforts. The competition aimed to excite fans about the upcoming PAYDAY 3 while offering them an immersive and challenging experience tied to the game's theme of high-stake heists, with a core pillar: collaboration. We encouraged all PAYDAY 2 players to apply to get a chance of experiencing PAYDAY 3 first, if he or she was worthy enough, based on their statistics and application video. One winner was selected based on just that, and put behind bars. Together with 3 other pre-selected influencers, they all had to work together to complete a PAYDAY 3 challenge, in order to unlock the full version of the game. If they failed, they got sent back to their cells. Essentially, offering players a chance to prove themselves worthy of experiencing PAYDAY 3 first, while at the same time paying for their crimes from PAYDAY 2: by putting them in prison. So they could do the time, to earn the time.

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About NYX Game Awards

The NYX Game Awards seeks to encourage and celebrate innovation and creativity in the gaming industry, while also promoting inclusivity and diversity. With the mission to reinvent current circumstances, NYX Game Awards aims to diversify award winners, through adopting an equilibrium for games, ranging from indie to AAA titles alike to ensure that all deserving professionals are recognized for their contributions to the industry, regardless of their budget or resources.

nyxgameawards.com

About PAYDAY™ 3

The four most well-known clown-masked criminals in recent video game history returned from retirement last September in PAYDAY 3 on PC via PC Game Pass, on Steam and Epic Games Store, as well as Xbox Series S|X, on Console Game Pass, PlayStation 5 and GeForce Now.

For more information about *PAYDAY 3*, please visit: <https://www.paydaythegame.com>

About Starbreeze AB

Starbreeze is an independent developer, publisher and distributor of PC and console games targeting the global market, with studios in Stockholm, Barcelona, Paris and London. Housing the smash hit IP PAYDAY, Starbreeze develops games based on proprietary and third-party rights, both in-house and in partnership with external game developers. Starbreeze shares are listed on Nasdaq Stockholm under the tickers STAR A and STAR B. For more information, please visit www.starbreeze.com.