



## Starbreeze Entertainment and KRAFTON launch PAYDAY® mode in PUBG: BATTLEGROUNDS



**Starbreeze Entertainment today announced the launch of “PAYDAY,” a new limited-time PvE mode in PUBG: BATTLEGROUNDS developed in collaboration with KRAFTON. The launch represents a major franchise collaboration for PAYDAY and supports Starbreeze’s strategy to expand the PAYDAY brand through partnerships, live service initiatives, and new audience reach.**

Available on PC from May 13 through June 17 and on console platforms from May 21 through June 25, the new mode introduces a cooperative gameplay experience into PUBG: BATTLEGROUNDS inspired by the PAYDAY franchise and brings PAYDAY-themed content into one of the world’s largest multiplayer gaming platforms.

The collaboration combines elements from the PAYDAY universe with PUBG: BATTLEGROUNDS through objective-based heisting gameplay, recognizable environments inspired by PAYDAY 3, and franchise-themed cosmetics. The launch also includes the “Event Pass: PAYDAY” in PUBG: BATTLEGROUNDS, alongside a PUBG-themed cosmetic items across the PAYDAY franchise

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“The PAYDAY franchise is the ultimate heisting fantasy, the thrill of the perfect score, the camaraderie of a tight crew, and the rush of pulling it off against all odds,” said Adolf Kristjansson, CEO of Starbreeze AB. “Bringing that spirit into PUBG: BATTLEGROUNDS is a moment of real pride for everyone at Starbreeze, and working alongside the team has been a privilege from day one.”

“With PAYDAY, we set out to expand PUBG: BATTLEGROUNDS beyond its traditional gameplay by introducing a more strategic, team-driven experience,” said Taehyun Kim, Director of PUBG: BATTLEGROUNDS. “Through our collaboration with Starbreeze Entertainment, we’ve combined PUBG’s signature intensity with the depth of the PAYDAY IP to deliver a new kind of heist gameplay for players.”

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## About KRAFTON, Inc.

Headquartered in Korea, KRAFTON, Inc. is a global game developer and publisher dedicated to pioneering unforgettable worlds for players everywhere. Founded in 2007, KRAFTON brings together a diverse portfolio of studios including PUBG STUDIOS, Striking Distance Studios, Unknown Worlds, Neon Giant, KRAFTON Montréal Studio, Bluehole Studio, RisingWings, 5minlab, Dreamotion, ReLU Games, Flyway Games, Tango Gameworks, inZOI Studio, JOFSOFT, Eleventh Hour Games, OmniCraft Labs, Olivetree Games, Loonshot Games, and 9B STUDIO. Each is united by a commitment to bold imagination and breakthrough game-making.

KRAFTON's franchises and titles include PUBG: BATTLEGROUNDS, PUBG MOBILE, inZOI, Subnautica, MIMESIS, Hi-Fi Rush, Dinkum, TERA, My Little Puppy, and more. Guided by its vision to pioneer the path to players' dreams, KRAFTON is focused on building franchises that last and delivering experiences that resonate with players around the world.

For more information, visit [www.KRAFTON.com](http://www.KRAFTON.com).

## About PAYDAY®

PAYDAY is Starbreeze's flagship co-op heisting franchise, spanning PC and console games with a global community. It is one of the world's most recognized co-op heisting experiences, having engaged more than 50 million players and generated more than USD 400 million in lifetime gross revenue.

With the franchise at the core of Starbreeze's strategy, PAYDAY continues to evolve through new content and live engagement, partnerships, and licensing that expand the universe to new audiences and formats. PAYDAY is a registered trademark of Starbreeze AB (publ).

## About Starbreeze Entertainment

Starbreeze is an independent developer, publisher, and distributor of video games targeting the global market. 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](http://www.starbreeze.com).