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PRESS RELEASE

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Maximum Entertainment announces changes in the Executive Management Team

Maximum Entertainment has decided to terminate the employment of Thierry Bonnefoi, Chief Operating Officer and part of the Executive Management Team since 2023, with immediate effect. The company has decided to extend its Executive Management Team by including Shane Bierwith as Head of Publishing, and Bruce Hayles as Head of Product & Studio.

Shane Bierwith has served as Head of Publishing for Maximum Entertainment since January 2024 and has over 20 years of experience from the gaming industry. Bruce Hayles has served Head of Studio since January 2024 and holds over 15 years of experience from game development, studio and product management. As part of this change, Bruce Hayles will also assume responsibility of the Group's Publishing production.

"I am pleased to extend the management team with two highly experienced and skilled individuals. Their mission will be to ensure that we maximise the return on our investments on both Owned IP and Publishing titles – fully in line with our strategic priorities," says Philippe Cohen, CEO of Maximum Entertainment.

This information is information that Maximum Entertainment 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 2024-12-18 20:37 CET.

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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.

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Attachments

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