

EMB Mission Bound Appoints Richard Hau as New Chief Operating Officer to Drive Vision for Connected Entertainment

EMB Mission Bound AB (publ) ("EMB Mission Bound") (STO:EMB) is pleased to announce the appointment of Richard Hau as its new Chief Operating Officer ("COO"). Richard brings over 15 years of experience in managing technical and complex portfolios across diverse industries, including FMCG, Health, Automotive, and Telecommunications, reinforcing EMB Mission Bound's commitment to pioneering a new era of connected entertainment.

Richard has an extensive background in optimizing operational efficiencies for high-profile client accounts, spearheading agency restructures, and fostering collaboration through integrated thinking. His expertise in modern operational transformation with growth-focused strategies aligns seamlessly with EMB Mission Bound's vision to expand its value chain and revolutionize the way businesses and customers experience entertainment.

As WPP's former Global Head of Business Development and Delivery, Richard played a pivotal role in implementing new capabilities, efficiencies, and creative transformation including the successful integration of borderless creative function. His strategic approach to innovation and cross-industry experience will be instrumental in advancing EMB Mission Bound's mission to deliver unparalleled gaming and entertainment experiences.

"We are thrilled to welcome Richard to our leadership team," said Chi-Ho (Michael) Li, CEO of EMB Mission Bound. "His track record of operational excellence and transformation makes him the perfect fit to help us scale our ambitions and redefine the gaming industry's future."

Born and raised in the UK, Richard brings a creative technology perspective shaped by London's dynamic innovation scene. His passion for storytelling and forward-thinking approach resonates deeply with EMB Mission Bound's vision.

For more information

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Press Release
11 March 2025 10:30:00 CET



The Company's Certified Advisor

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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

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