

PRESS RELEASE

08 June 2025 22:59:00 CEST

Maximum Entertainment announces the nomination committee's revised proposal ahead of the Annual General Meeting 2025

Following the notification to the Board and the Nomination Committee earlier today that Chairman of the Board Torgny Hellström will not be standing for re-election, the Nomination Committee has prepared a revised proposal regarding the election of board members and remuneration ahead of the 2025 Annual General Meeting.

The revised proposal of the nomination committee including a presentation of new board members can be found below.

Election of the board of directors, chairman of the board of directors and auditor (Item 10)

The Nomination Committee proposes that the Board of Directors, for the period until the next annual general meeting, shall consist of five (5) members without deputies. The ordinary members Bart Reefman and Jan Benjaminson are proposed for re-election and Bob Blake, Mark Blecher and Philippe Cohen are proposed as new board members. Jan Benjaminson is proposed to be elected as Chairman of the Board and Bob Blake as Vice Chairman of the Board for the period until the end of the next annual general meeting.

The Nomination Committee proposes that the registered auditing firm Öhrlings PricewaterhouseCoopers AB ("PwC") be re-elected as the Company's auditor for the period until the end of the next annual general meeting. PwC has announced that Nicklas Renström will be appointed as the principal auditor in the event that PwC is re-elected.

Information about the proposed new Board members:

Bob Blake

Education and Experience: Bob Blake has attended college at the University of Michigan and Stanford University (in research), with additional studies at UCLA, Northwestern University and classes at Harvard University. Bob has over 40 years of senior level executive experience from housing, land and commercial development to large-scale holdings and major corporate acquisitions.

Other Ongoing Assignments: Bob Blake is a Managing Partner of Game Fund Partners Group LLC which invests in a number of Web 2 and Web 3 gaming companies and related interests. Game Fund Partners Group is also the manager and significant owner of RE3W LLC and Real Agency, which invest in games and gaming interests as well as social media related entertainment properties. Bob is Chairman of Blake Media Ventures and Blake

Broadcasting, and Founder, Manager and Chairman of Oak Park Capital, investing in media, real estate, esports, movie syndication and blockchain related projects.

Holdings: 500,000 A shares and 100,000 B shares through Game Fund Partners SPV 3 LLC

Independence in relation to the Company and its senior executives: Yes

Independence in relation to major shareholders: Yes

Mark Blecher

Education and Experience: Master of Business Administration (MBA) in Marketing and Finance from Harvard Business School, and a Bachelor of Science in Economics in Marketing from The Wharton School, University of Pennsylvania.

Previous Assignments Include: Mark Blecher has over 35 years of experience in senior roles across marketing, digital development, and corporate strategy, including a long tenure at Hasbro where he held several executive positions between 2004 and 2024, most recently as SVP of Strategy, Corporate Development & Business Affairs. He has also held leadership roles at companies such as Kodak, Electronic Arts, PepsiCo, and The Clorox Company.

Holdings: –

Independence in relation to the Company and its senior executives: Yes

Independence in relation to major shareholders: Yes

Philippe Cohen

Philippe Cohen is the CEO of Maximum Entertainment AB and information about him is available on the Company's website: <https://maximument.com/investor-relations/governance/executive-management/>

Determination of remuneration to the board of directors and auditors (Item 11)

The Nomination Committee proposes that remuneration for Board members for the period until the end of the next annual general meeting shall be SEK 270,000 for each of the ordinary Board members.

It is also proposed that remuneration for the Chairman of the Board for the period until the end of the next annual general meeting shall be SEK 725,000 and SEK 445,000 for the Vice Chairman of the Board. No remuneration shall be paid to Board members who are also employees of the Company.

It is also proposed that the Company's auditor be paid fees in accordance with current invoices approved by the Board of Directors.

For more information and complete proposals for the Annual General Meeting, please visit: www.maximument.com.

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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.

Attachments

[Maximum Entertainment announces the nomination committee's revised proposal ahead of the Annual General Meeting 2025](#)