

EMB Mission Bound has successfully executed the acquisition of strategic assets and business from the Confetti Group

EMB Mission Bound AB (publ) ("EMB Mission Bound") has today signed a business transfer agreement ("BTA") for the acquisition of all significant assets and operations from Confetti Studio, a Taiwanese company, and Confetti Studios Inc, a Philippine company (collectively referred to as the "Confetti Group"). The BTA aligns with the Letter of intent disclosed by EMB Mission Bound in a press release dated 4 March 2025. The Confetti Group specializes in custom web design, development, and game design concepts, bringing visually captivating and interactive experiences to life. The purchase price of SEK 3.81 million (USD 375,000) will be paid to the owner of the Confetti Group via a promissory note, which immediately set-off against newly issued shares in EMB Mission Bound. The new issue will be resolved by the board of directors of EMB Mission Bound through the authorization from the extraordinary general meeting held on 7 January 2025. Closing is agreed to take place before the end of March 2025, subject to the fulfilment of customary conditions precedent.

Today, EMB Mission Bound and Confetti Group signed the BTA, detailing the acquisition of key assets, including slot games, systems UI/UX design templates, and client relationships, including accounts receivable, from Confetti Group. The acquisition will close in the coming weeks, pending the fulfilment of customary conditions precedent.

The purchase price is SEK 3.81 million (USD 375,000) which will be paid in the form of a promissory note, that will immediately be set-off against 10,372,633 newly issued shares in EMB Mission Bound (the "Set-off Issue"). The Set-off Issue will be resolved by the board of directors by authorization from the extraordinary general meeting held on 7 January 2025. The subscription price for the new shares will be SEK 0.367, determined by the volume weighted average price of EMB Mission Bound's shares on Nasdaq First North Growth Market for the last 30 trading days. The board of directors of EMB Mission Bound considers the subscription price to be at market level based on negotiations with Confetti Group.

As a result of the Set-off Issue, the number of shares in EMB Mission Bound will increase by 10,372,633, from 286,647,906 to 297,020,539, and the share capital will increase by SEK 207,453, from SEK 5,732,958 to SEK 5,940,411. The Set-off Issue will result in a dilution of approximately 3.49 percent of the number of shares and votes in EMB Mission Bound. The owner of Confetti Group, Yu-Chou Lin, will after the Set-off Issue own approximately 3.49 percent of all the outstanding shares and votes in EMB Mission Bound.

Both EMB Mission Bound and Confetti Group share a vision focused on excellence, creativity, and strategic development. Confetti Group brings a proven track record in game development, while EMB Mission Bound offers deep expertise in strategic management. Together, these two entities align to create a stronger, more agile team capable of disrupting and leading the gaming industry.

A comment from EMB Mission Bound CEO, Michael Li:

"This acquisition marks an exciting new chapter for both EMB Mission Bound and Confetti Group. By combining our strengths, we are not only accelerating our growth but also enhancing our ability to create groundbreaking gaming experiences. Together, we will push the boundaries of creativity and innovation, delivering even more engaging and immersive games to players worldwide."

A comment from Confetti Group's CEO, Russell Wan:

"Joining forces with EMB Mission Bound is a natural step in our shared pursuit of excellence. Our aligned creative visions and commitment to quality will empower our teams to produce exceptional games at an even greater scale. We are excited about the opportunities this collaboration brings for our talent, our players, and the future of gaming."

For more information

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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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