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**5th Planet Games Shares Details of Skybound Entertainment's Extensive
Invincible VS[™] Marketing Efforts; *Invincible*[™] Season Four Concludes Today**

COPENHAGEN – April 22, 2026 – 5th Planet Games A/S (OAX: 5PG), the Danish video game financing and publishing company, today informs shareholders of the Season Four conclusion of Skybound Entertainment's *Invincible* animated series on Prime Video, while providing a summary of the extensive marketing activity surrounding *Invincible VS*, the first major game to bring the *Invincible* universe to life.

Co-financed and co-distributed by 5th Planet Games, *Invincible VS* will launch for Xbox Series X|S, PlayStation 5 and PC next week on April 30, 2026. Skybound Entertainment, and its first in-house game development studio Quarter Up, have gone to great lengths to raise awareness of the game and foster a strong player community among both *Invincible* fans and fighting game enthusiasts alike.

Invincible VS has received prominent first-party platform visibility across both PlayStation and Microsoft's networks, including home page storefront placements, supplementary blog features, and social media promotions. A global PR and influencer outreach campaign, which began in 2025 and continues today, has generated millions of impressions for the game. In recent weeks, the Quarter Up team has hosted a series of public and private events across the US and Europe, giving fans and tastemakers a chance to play, culminating in an Open Beta that saw more than 2 million matches played worldwide.

Substantial effort has also gone into supporting a growing player community across social media and through livestreams, video content, frequent developer access points, updates and engagement. Additional advertising has extended throughout the Amazon network, particularly relevant as Prime Video is home to the *Invincible* animated series, with trade marketing efforts by global distribution and retail partners at full throttle.

Expanding its core *Invincible*-licensed product slate, Skybound Entertainment is also set to reveal a slew of *VS*-specific partnerships with companies like Funko and Voodoo Ranger, among others, all which will deliver quality products extending the *Invincible VS* experience beyond the screen for fans.

Mark Stanger, CEO of 5th Planet Games, commented: "Skybound Entertainment has assembled a rock star team for this project. With deep roots in fighting game development within Quarter Up, as well as a marketing and publishing division with tenure spanning some of the most well-known and successful game publishers and IP in the industry, Skybound has really laid an incredibly strong foundation for *Invincible VS*. The impressive roll out of marketing activity and resulting hype for the game these past several weeks and months is a true testament to the experience and talent of this team."

Invincible VS draws from the acclaimed comic series by Robert Kirkman, Cory Walker and Ryan Ottley, which ran for fifteen years at Image Comics across a historic 146 issues before then becoming the critically acclaimed adult animated television series it is today. Since 2021, the animated series has streamed exclusively on Prime Video in more than 240 countries and territories. Season 4 debuted on Prime Video in March to a 100% perfect score on Rotten Tomatoes, with the season's concluding episode available to stream starting today.

Invincible VS features beloved characters, iconic locations and devastating combos in a brutal, tournament-caliber tag-team fighting experience that reflects Quarter Up's commitment to hard-hitting combat and deep respect for the source material.



Physical boxed editions of *Invincible VS*, including a Standard Edition and Collector's Edition, are now available for pre-order at select global retailers and comic book shops. 5th Planet Games will further benefit from the distribution of physical editions across the Nordic region under its partnership agreement with Nordisk Interactive A/S; across

Eastern Europe in partnership with Glomerk SA; and across the Benelux region in association with BIGBEN Interactive Belgium S.A.

For more details on *Invincible VS*, visit [Instagram](#), [X](#), [TikTok](#), [YouTube](#) and online at InvincibleVS.com.

ABOUT 5TH PLANET GAMES

5th Planet Games is a video games financing and publishing company located in Copenhagen, active in games across all global platforms and devices. It has a long and successful history of working with established brands and strong IP. Now, in partnership with Skybound Entertainment, the company has extended access to compelling, global IP such as *The Walking Dead*, *Invincible*, and more.

ABOUT SKYBOUND ENTERTAINMENT

Skybound is the leading entertainment company built to create, produce, scale, and sustain world-class IP across comics, television, film, video games, audio, merchandise and collectibles. Co-founded by visionary creator Robert Kirkman and CEO David Alpert, Skybound owns and controls a portfolio of globally recognized franchises and cultural hits including *The Walking Dead*, *Invincible*, *Impact Winter*, *Stillwater* and others. Through a creator-first model, Skybound has become the go-to launchpad for original stories across all forms of entertainment.

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