

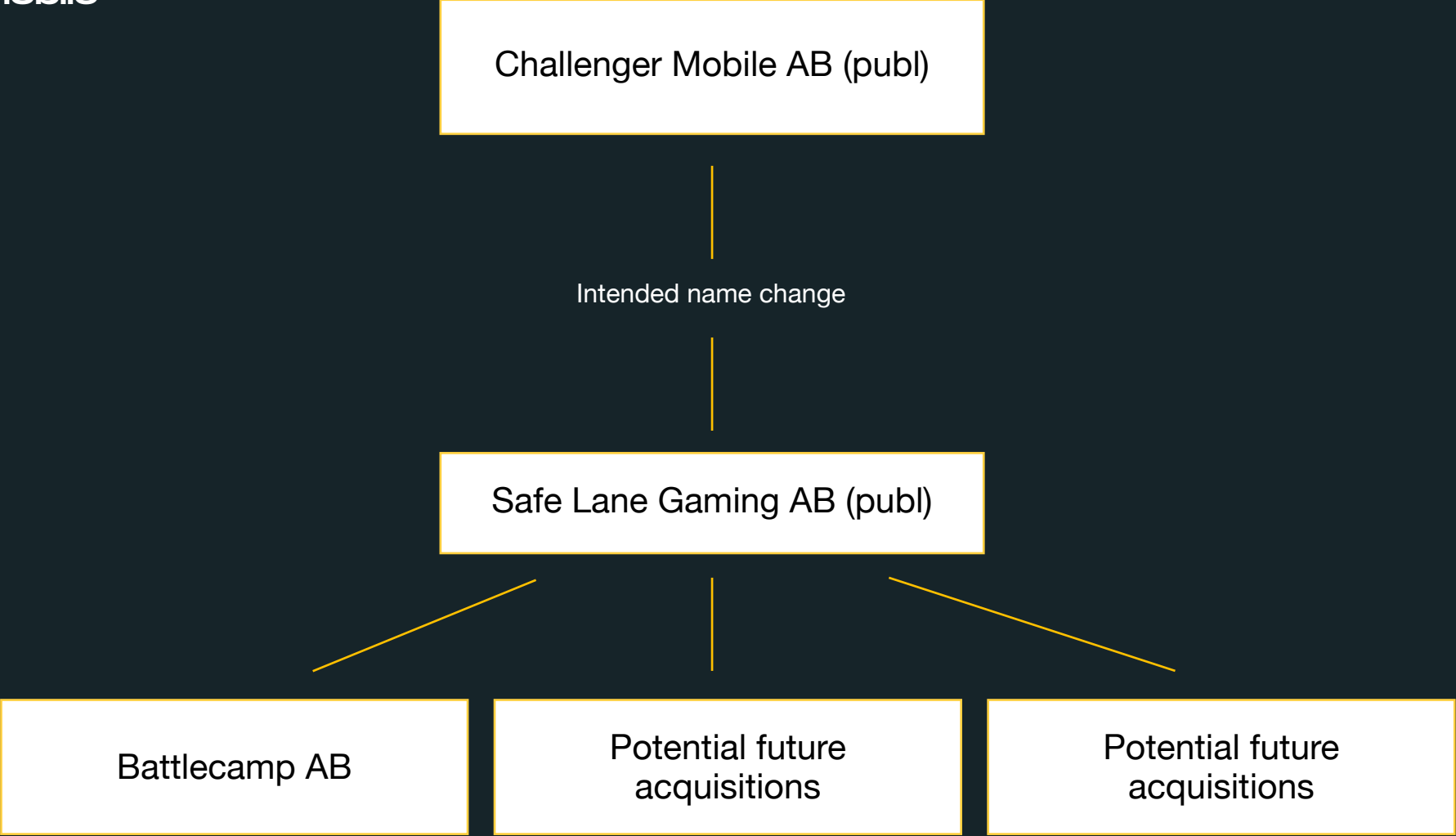
SLG[©]

SAFE LANE — GAMING

Going safe, going for the win

In Dota 2 the most valuable player is the one keeping his cool and playing safe in lane - strategically gathering money - and getting powerful to overcome everyone else and win the game

Proposed future for
Challenger mobile



Target and focus

Expansion by acquisition

"Aiming to create one of the large Nordic investment portfolios within the segment"



2020

2021

2022

2023

STILLFRONT
GROUP

EMBRACER⁺
GROUP



Business Development

Going Forward

Strategy

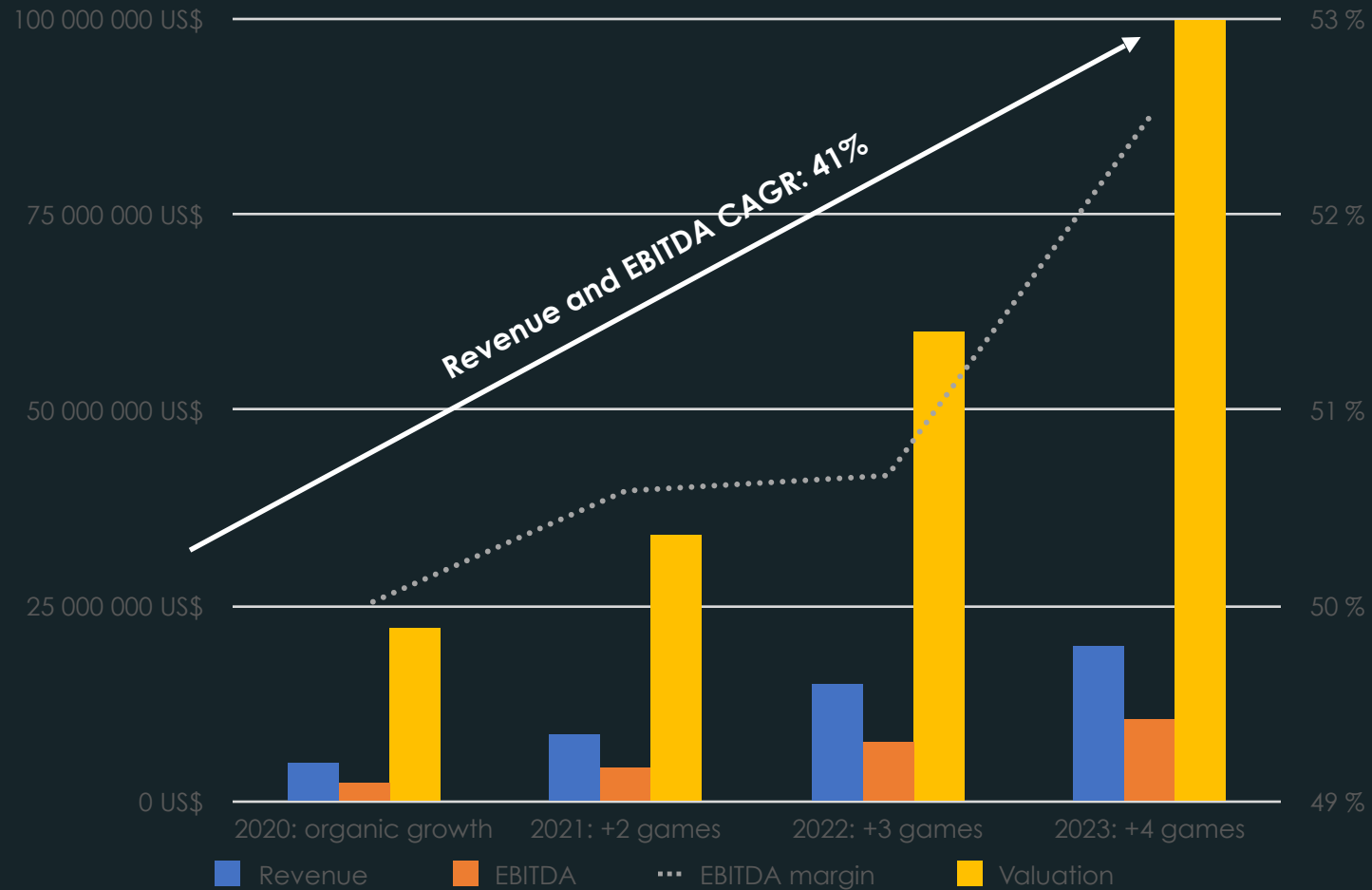
The continued strategy of the group after the first acquisition of Battle Camp, is for Safe Lane Gaming to continue its organic growth and aid future profitability with continued strategic acquisitions in the gaming market, aiming to create one of the larger Nordic investment portfolios within the segment, with a first goal of value more than SEK 1 billion by 2023.

Acquisition Targets

Safe Lane Gaming aiming for cashflow positive and stable games within the segments:

- Social games
- MOBA
- MMORPRG
- Strategy games

Projected Financials and Valuation 2020 – 2023



Battlecamp AB



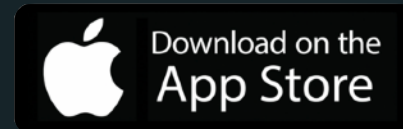
Battle camp AB

The first acquisition by Safe Lane Gaming is Battle camp available on Google play and Appstore. Battle Camp is a major MMORPG game with over 60 000 active users per July. And been in the market for over 5 years with great top positions in various markets.

The Company will be headquartered in Stockholm and keep a slim and efficient organization, and keep the battle camp team in San Francisco.

highest free/grossing ranking in top 5 countries:

| | Free iOS | Free Android | Grossing iOS | Grossing Android |
|---------------|----------|--------------|--------------|------------------|
| United States | 30 | 21 | 31 | 48 |
| Brazil | 1 | 78 | 6 | 8 |
| Germany | 1 | 26 | 11 | 34 |
| Russia | 1 | 187 | 5 | 22 |
| France | 19 | 98 | 8 | 24 |



Gameplay with various adventures, collect and evolve monster, meet new friends online and play together

Genre, MMORPG
(massively multiplayer online role-playing game)



Management Team

CEO Jesper Nord

Born 1986

Jesper has a successful track record as a project manager, senior interaction designer, and business developer in addition to his 2-year CEO experience in Game Chest Group.

BSc in Industrial Design - Lund University

[LinkedIn profile](#)



CTO Magnus Ottosson

Born 1982

Employed since 2020

Magnus has over ten years of IT and app development experience from various projects (Trygg Hansa, Västtrafik, and other).

BSc in IT - University of Göteborg.

[LinkedIn profile](#)

collector
bank



Board of Directors

The proposed board in Safe Lane Gaming is comprised of individuals with strong experience from the digital and tech fields, as well as acting in both the public and entrepreneurial environments. Several members have strong references from executing strategic plans and realizing synergies.

Chairman

Luca Di Stefano

Born 1978

Investor and founder of several companies in IT, tech and media

CEO at Brandson AB, CEO The Farm Interactive AB

Board experience: board member Storage 365 AB (publ), Gavald Holdings AB, Chairman of the Board of Nixon Nixon AB, board member at LeaseOnline AB, Zoomability Int AB (publ), GOGO Lead Tech AB (publ), and Brandson AB



Board member **Fredrik Petersson**

Born 1971

Board member at: Tingt AB, Orgo Tech AB

Chairman of the Board at: Torrahf Invest AB

Previous experience: Head of Product development at NetEnt, Interim IT Manager at ApoEx, Advisory Board Member at NOX Consulting AB, Consultant at Länsförsäkringar

BSc Statsvetenskap, Uppsala University



Board member **Mike Nott**

Born 1978

COO at Ayima Group AB

Previous experience: Head of Search
Marketing at
PartyGaming Plc, Search Marketing
Manager at
NetBooster, SEO Manager at XM London

BA in Financial Economics from Kingston
University



Board member Jesper Nord

Born 1986

Previous experience: CEO at Game Chest Group AB, Senior Interaction Designer at HiQ, Senior User Experience Designer at Stendahls

BSc in Industrial Design from Lund University



Board member Magnus Ottosson

Born 1982

Previous experience: Technical Lead at
Stendahis, Head of Development Mobile at
Collector Bank

MSc in IT, University of Göteborg



Team Battle Camp

With the accessions of Battle camp we start of with a experience dev-team who worked years with the game. With Magnus Ottosson as CEO for Battlecamp AB we will evolve the game to its even better version.

Game designer /
Community
manager

Artist

Server / Client
engineer

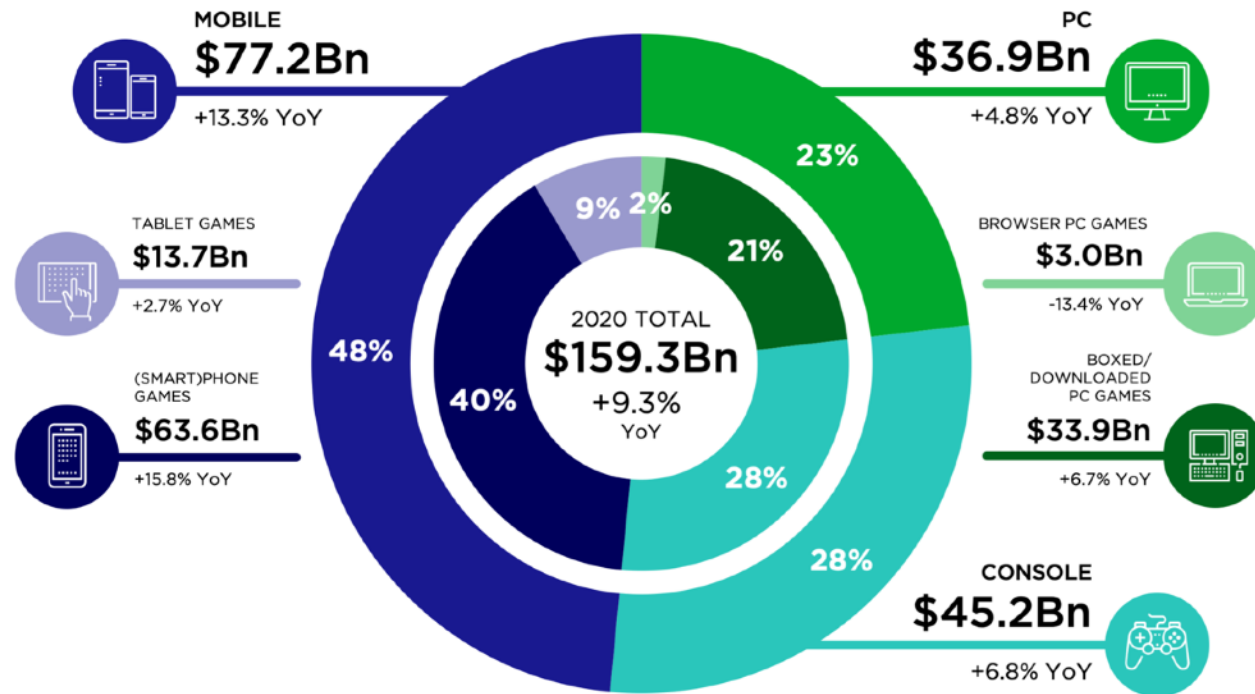
Live ops

Growth Analyst



Market Overview: Global Games Market

Per Device & Segment With Year-on-Year Growth Rates



\$77.2Bn

Mobile game revenues in 2020 will account for 48% of the global market

“Extrapolating global industry statistics, the future of games on hand-held devices can be expected to increase further coming years, further strengthening the case of BattleCamp

Source: Newzoo 2020 Global Games Market Report



SAFE LANE — GAMING

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