

M.O.B.A. Network divests Union for Gamers to strengthen strategic focus and reduce leverage

M.O.B.A. Network AB (“**M.O.B.A.**” or the “**Company**”) today announces that it has entered into an agreement to divest its Union for Gamers (“**UFG**”) business through the sale of its subsidiary Magic Find Inc. (the “**Transaction**”) to the buyer Multiverse ApS. The divested business represents a strong strategic fit with the buyer’s platform and growth strategy.

As part of the transaction, M.O.B.A. will carve out and retain ownership of the web-based assets currently held by Magic Find Inc. prior to closing. These assets will be transferred to a newly formed Swedish subsidiary within the Group. The shares of this subsidiary will be subject to security in favor of the creditors under the Company’s outstanding bond loan and working capital facility (the “**Secured Parties**”). The transaction is subject to customary closing conditions.

Transaction highlights

- Upfront cash consideration of approximately SEK 95 million, to be deposited into an escrow account at closing subject to security in favor of the Secured Parties in accordance with the existing intercreditor arrangement.
- Earn-out structure entitling M.O.B.A. to 80% of any EBITDA generated in excess of Union for Gamers’ LTM EBITDA, measured after an 18-month period.
- In addition, M.O.B.A. will receive 80% of net proceeds from any AI-related license agreements entered into during the earn-out period. Such proceeds will be paid quarterly.
- Three employees will transition out of M.O.B.A. to continue operating Union for Gamers under the new ownership.

Use of proceeds and balance sheet impact

Subject to obtaining necessary consent from the Secured Parties, M.O.B.A. intends to use the upfront cash proceeds to redeem outstanding bonds, materially reducing the Company’s leverage. A dialogue with certain larger bondholders and the bond agent will be initiated regarding a pro rata redemption of bonds and potential improvements to the Company’s debt structure. Management expects the strengthened liquidity position to support discussions with bondholders on financing terms.

Strategic rationale

Union for Gamers operates largely as a standalone business with limited operational or commercial synergies with M.O.B.A.’s core platforms and consumer-facing apps. The divestment enables M.O.B.A. to sharpen its strategic focus, improve margins, fundamentally reshape its operating and financial profile, and significantly reduce financial risk, resulting in a more focused company with a clear growth agenda.

On a pro forma basis, M.O.B.A. is divesting approximately 17% of Group EBITDA (SEK 8 million) and 69% of Group revenue (SEK 195 million), based on Q3 LTM 2025 figures. This

reflects the structurally lower margin profile of the Union for Gamers business compared with the high-margin nature of M.O.B.A.'s remaining core assets. Union for Gamers has been reported within the Video Sales segment in M.O.B.A. Network's financial reporting.

"This transaction is a decisive step in strengthening M.O.B.A.'s financial position and strategic focus. We materially reduce leverage, simplify the business, and increase our exposure to scalable, high-margin products, while retaining meaningful upside through the earn-out structure. We believe this creates a significantly stronger foundation for long-term value creation for both shareholders and bondholders", says Anders Ribbing, CEO of M.O.B.A. Network.

Following completion of the transaction, M.O.B.A. will maintain a clear strategic focus on high-margin web platforms and consumer-facing apps.

Delphi acted as legal adviser to M.O.B.A. in connection with the transaction.

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About M.O.B.A. Network

M.O.B.A. Network owns and operates a diversified portfolio of gaming community platforms and in-game apps, with a vision to become the go-to destination for gamers and creators worldwide. Engaging millions of users across the world's most popular games, the company monetizes its platforms primarily through advertising, with an increasing share of subscription-based revenue. Headquartered in Stockholm, Sweden, M.O.B.A. Network is publicly listed on Nasdaq First North Growth Market under the ticker 'MOBA'.

For more information, please visit wearemoba.com

Interested in news and financial information from M.O.B.A. Network? Subscribe [here](#).

This information is information that M.O.B.A. Network is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-02-18 08:29 CET.