

EMB Mission Bound announces expansion of executive leadership at Lady Luck Games to accelerate growth and innovation

EMB Mission Bound AB (publ) ("EMB Mission Bound") (STO: EMB) today announces key leadership appointments at Lady Luck Games, a business unit within EMB Mission Bound, naming Russell Wan as Chief Executive Officer ("CEO") and Alvis Tran as Chief Operating Officer ("COO"). The new leadership team will guide the studio through its next phase of strategic growth, with a focus on scaling production, enhancing innovation, and diversifying the game portfolio.

Russell Wan, a seasoned executive with over 15 years of experience in the gaming industry, brings a combination of deep operational expertise and entrepreneurial vision. He has held senior leadership roles at leading companies within the gaming sector.

Russell comments: "Lady Luck Games has a strong foundation of talent, creativity, and ambition. I am honored to lead this next chapter as we focus on game innovation, stronger distribution, and building a high-performing team culture that can thrive in a fast-moving industry."

As COO, Alvis Tran will oversee studio workflows and technical infrastructure. With over a decade of experience managing development, design, and IT teams in the gaming sector, Alvis brings a unique ability to bridge creative vision with operational execution.

Alvis adds: "We are building a studio where great ideas can become great games, faster, smarter, and with purpose. This next phase is about precision execution and pushing creative boundaries."

The leadership transition comes as Lady Luck Games prepares to launch a series of upcoming game titles that signals a new era of content focused on immersive gameplay and enhanced player engagement.

Chi-Ho (Michael) Li, CEO of EMB Mission Bound said:

"We welcome Russell and Alvis as they step into key roles at Lady Luck Games. Their leadership supports EMB Mission Bound's objective to advance innovation and strengthen creative capabilities across the brand."

For more information

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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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