

PRESS RELEASE

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Maximum Entertainment Unifies Global Publishing Labels, Presents 2024 Roadmap

Stockholm, Sweden (February 15, 2024) – Maximum Entertainment AB (Nasdaq: MAXENT B) today shared new announcements and trailers for key titles in its 2024 lineup and revealed the unification of its publishing labels. Last year saw Maximum Entertainment restructure as a cohesive entertainment company built of four publishers (Maximum Games, Modus Games, Just For Games, Merge Games) and a single development division (Modus Studios). This year, the group completes its integration and moves into the future as a unified company developing and publishing under the Maximum Entertainment name.

“We are extremely happy to share some big news today, including exciting new partnerships, as we step into the phase of true global integration,” said Christina Seelye, CEO of Maximum Entertainment. “As one company with a single, shared portfolio, we are laser focused on the future and the opportunities it presents.”

Today, Seelye presented a look at the future of the company, including a diverse roster of upcoming releases: <https://youtu.be/cwwNMXmxBJA>

Major announcements include:

- Brand-new partnership with Paramount Game Studios, developing a multiplayer fighting game focused on Nickelodeon’s *Avatar: The Last Airbender* franchise
- Publisher announcement – *Selfloss*
- *Smalland: Survive the Wilds* 1.0 release
- *Maximum Football* dev update
- *Morbid: The Lords of Ire* release date
- First reveal of *Leo: The Firefighter Cat*
- *Whisker Waters* release date

As a strategically realigned global entertainment company that is now centralized for full integration, Maximum Entertainment seeks to increase IP ownership to 30 percent of revenue by 2025 and expand its reach in transmedia entertainment. Maximum Entertainment currently has over 100 games in its content pipeline planned across PC and consoles, including 15 of its own IP, emphasizing in-house development of competitive fighting games, live service, and action/adventure titles.

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Link to the press kit: bit.ly/MaxEnt23-Q4-PressKit

For more information about Maximum Entertainment, please visit: www.maximument.com.

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Certified Adviser

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About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to crafting indie to AA video game experiences through original content and licensed partnerships. A fully integrated group with a broad portfolio of content, the company emphasizes collaboration and inclusivity in its partnerships to produce the highest level of interactive entertainment. With more than 300 titles in its catalog, Maximum Entertainment has joined forces with talented creators and renowned franchises around the globe to deliver magic to the gamer in everyone. Maximum Entertainment employs more than 200 professionals across the entire value chain of video games including development, publishing, transmedia, sales, and operations. Visit Maximum Entertainment at www.maximument.com.

Image Attachments

[Maximum Entertainment 2024 Feb15 Announcement Key Art](#)

Attachments

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