

Starbreeze Entertainment & VICE Studios Partners with Curtis "50 Cent" Jackson and G-Unit Film & Television for PAYDAY

STOCKHOLM, SWEDEN AUGUST 10th, 2026 — Starbreeze Entertainment together with VICE Studios (Gangs of London) have partnered with Curtis "50 Cent" Jackson and his G-Unit Film & Television, to executive produce an adaptation of Starbreeze's iconic, long-running video game franchise PAYDAY® for global audiences.

"G-Unit Film & TV has built cinematic crime stories that connect with audiences around the world. Teaming up with Starbreeze and VICE Studios and bringing the world of PAYDAY to the screen gives us the chance to build something big, a high-energy franchise that pushes the heist genre forward," said Jackson.

Since its launch in 2011, PAYDAY has gone from a game to a global phenomenon. Over 15 years of continuous development have made the PAYDAY name synonymous with heisting, serving a massive community of more than 50 million players.

The game's masked protagonists have proven that no score is too audacious, no enemy too powerful, and no fortune enough to stop their criminal ambitions. The cinematic heists mix high-octane action in exciting heist locations with stories about betrayal, conspiracy, and corruption.

"PAYDAY has always been about the fantasy of getting away with it. Curtis and G-Unit don't do subtle, and neither do we. This is not about playing it safe; it's about doing the franchise justice with people who are as immersed in the world as we are," said Adolf Kristjansson, CEO of Starbreeze Entertainment.

"VICE has always been drawn to stories that live outside the lines, and PAYDAY is exactly that kind of world," said Amy Powell, President of VICE Studios. "G-Unit understands what makes PAYDAY tick, and they're bringing a perspective that's true to the franchise without playing it safe."

The partnership is a central piece of Starbreeze's strategy to grow PAYDAY into a world-leading, ever-evolving heist universe across all forms of entertainment. It follows Starbreeze's continued investment in the franchise's core games, and sits alongside other recent moves to expand PAYDAY into new formats and platforms with carefully selected partners.

Adolf Kristjansson

CEO, Starbreeze Entertainment

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About Starbreeze Entertainment

Starbreeze is an independent developer, publisher, and distributor of video games targeting the global market. Housing the smash hit IP PAYDAY, Starbreeze develops games based on proprietary and third-party rights, both in-house and in partnership with external game developers. Starbreeze shares are listed on Nasdaq Stockholm under the tickers STAR A and STAR B. For more information, please visit www.starbreeze.com

About PAYDAY®

PAYDAY is Starbreeze's flagship co-op heisting franchise, spanning PC and console games with a global community. It is one of the world's most recognized co-op heisting experiences, having engaged more than 50 million players and generated more than \$400 million in lifetime gross revenue. With the franchise at the core of Starbreeze's strategy, PAYDAY continues to evolve through new content and live engagement, partnerships, and licensing that expand the universe to new audiences and formats. PAYDAY is a registered trademark of Starbreeze AB (publ).

About Curtis "50 Cent" Jackson & G-Unit

Curtis "50 Cent" Jackson has built a thriving television and film career as both a producer and actor. In 2005, he founded G-Unit Film & Television, which has produced a wide range of content across multiple platforms and sold numerous shows to major networks, including the critically acclaimed STARZ series Power and its spinoffs Power Book II: Ghost, Power Book III: Raising Kanan and Power Book IV: Force. Most recently, G-Unit Film & Television produced the Netflix docuseries Sean Combs: The Reckoning, and the company is currently in production on Power: Origins and Power: Legacy for STARZ, alongside Fightland, its first internationally produced series.

About VICE Studios

VICE Studios, a division of VICE Media, develops, finances and produces premium, award-winning and culture-defining content for the global marketplace. The studio is behind the critically-acclaimed Gangs of London, in production for a fourth season on Sky in the UK, the satirical feature Bad Apples, starring Oscar-nominated Saoirse Ronan, and a string of hits for VICE TV including Dark Side of the Ring and Hells Angels.

Image Attachments

PAYDAY X VICE