

PRESS RELEASE

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Maximum Entertainment Completes the Acquisition of FUN Labs

Umeå, Sweden (Mar.14, 2023) – Zordix AB (publ) (Nasdaq: ZORDIX B) Maximum Entertainment has as of today completed the acquisition of the assets of FUN Labs, a Romanian game developer studio. The acquisition is part of the strategy to increase internal studio capability and generate more revenue from its own intellectual property.

The acquisition will bring 33 highly talented developers to Modus Studios Bucharest, which has a longstanding relationship with Maximum Entertainment. This will help to secure and develop the recently announced roadmap by adding studio capacity in a scalable talent-dense region. The acquisition of FUN Labs supports the goal of generating 30 percent of revenue from Maximum Entertainment's owned IP by 2025.

"We welcome the talented full-service team at FUN Labs to Maximum Entertainment and look forward to adding their multi-platform specialties to our newly communicated strategy and goals," says Christina Seelye, CEO of Maximum Entertainment.

"For us at FUN Labs it is perfect timing to join Maximum Entertainment and Bruce Hayles' professional team which we have been working closely with for a long time now. We are excited to be part of this global expansion of double-A to triple-I video games and cannot wait to reveal the work we have done on Maximum Football coming to Early Access later this year," says Adrian Filippini, founder of FUN Labs.

With this acquisition completed, Modus Studios, led by Global Studio Director Bruce Hayles has offices in Bucharest (Romania), Debrecen (Hungary), Norrköping (Sweden), Brasilia and Sao Paulo (Brazil) and Walnut Creek, CA (US) and employs over 125 developers.

"We are thrilled to welcome the talented team from FUN Labs to Maximum Entertainment. With their impressive 24-year history, extensive experience working on AAA IPs, and their pioneering role as one of the first Romanian game developers, we are confident that this acquisition will enhance our development capabilities and drive innovation in our upcoming projects. FUN Labs' strong game development background, coupled with their exceptional work on franchises like The Walking Dead, Cabela, and Transformers Fall of Cybertron, makes them an invaluable addition to Maximum Entertainment and Modus Studios. Over the past year, our partnership on projects such as Maximum Football has been nothing short of extraordinary, and we look forward to a bright future together." says Bruce Hayles, Global Studio Director of Modus Studios.

About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to creating high quality experiences spanning the entire value chain of video games, including development, publishing, transmedia, sales and operations. Maximum Entertainment provides collaborative resources to its partners, through in-house publishing labels Maximum Games, Modus, Merge Games and Just For Games, as well as its development division, Modus Studios. With more than 300 titles in its catalog, Maximum Entertainment has partnered with best-in-class creators and franchises around the world to deliver magic to the gamer in everyone. Maximum Entertainment has offices around the world, employs more than 200 professionals and is a brand of Zordix AB (publ). Visit Maximum Entertainment at www.maximument.com.

About Zordix

Zordix AB (publ) is the holding company of Maximum Entertainment. Visit Zordix at www.zordix.com.

For more information, please contact:

Christina Seelye, CEO

E-post: cseelye@maximument.com | Tel: +46 8 490 094 98

Thierry Bonnefoi, Interim CFO

E-post: tbonnefoi@maximument.com | Tel: +46 8 490 094 98

For more information regarding the company and investments, please contact ir@maximument.com.

Certified Adviser

Augment Partners AB, info@augment.se, tel +46 (0) 8 604 22 55, is Zordix AB (publ)'s Certified Adviser.

Attachments

[Maximum Entertainment Completes the Acquisition of FUN Labs](#)