

THIS PRESS RELEASE MAY NOT BE MADE PUBLIC, DISTRIBUTED OR PUBLISHED, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES OF AMERICA, AUSTRALIA, BELARUS, CANADA, HONG KONG, JAPAN, NEW ZEALAND, RUSSIA, SINGAPORE, SOUTH AFRICA, SOUTH KOREA, SWITZERLAND OR ANY OTHER JURISDICTION WHERE SUCH DISTRIBUTION WOULD REQUIRE ADDITIONAL PROSPECTUS, REGISTRATION OR OTHER MEASURES IN ADDITION TO THOSE REQUIRED BY SWEDISH LAW, IS PROHIBITED, OR OTHERWISE IS UNLAWFUL OR CANNOT BE MADE WITHOUT THE APPLICATION OF AN EXEMPTION FROM SUCH ACTION. FOR MORE INFORMATION, REFER TO THE SECTION "IMPORTANT INFORMATION" AT THE END OF THIS PRESS RELEASE.

EG7 SUCCESSFULLY PLACES SENIOR UNSECURED BONDS OF SEK 350 MILLION

Enad Global 7 AB (publ) (the "Company", or "EG7") has successfully placed SEK 350 million senior unsecured floating rate bonds within in a bond framework of a maximum of SEK 1,000,000,000 (the "Bonds"). The Bonds will have a tenor of three (3) years and carry a floating rate coupon of 3m STIBOR plus 6.25 % per annum, reset quarterly.

On 17 February 2025, EG7 announced its intention to issue a senior unsecured bond and mandated DNB Markets, a part of DNB Bank ASA, Sweden branch ("**DNB Markets**") to investigate the condition to carry out such transaction. EG7 has today successfully placed the Bonds which was well received by the market and generated demand from primarily institutional investors based in the Nordics and continental Europe. The Company will apply for the admission to trading of the Bonds on the corporate bond list on Nasdaq Stockholm within 60 days from the issue date.

The net proceeds from the Bonds is intended to be used to finance permitted acquisitions and investments in game development.

The issue date of the Bonds is expected to occur in 28 February 2025.

Advisors

DNB Markets is acting as Sole Bookrunner and Baker McKenzie is acting as legal advisor to EG7 in the bond issuance. Gernandt & Danielsson is acting as legal advisor to the Sole Bookrunner.

FOR MORE INFORMATION, PLEASE CONTACT:

Fredrik Rüdén, Group Deputy CEO and CFO

Phone: +46 733 117 262

fredrik.ruden@enadglobal7.com

Ludvig Andersson, Head of Investor Relations & Sustainability

Phone: +46 730 587 608

ludvig.andersson@enadglobal7.com

IMPORTANT INFORMATION

The publication, release or distribution of this press release may be restricted by law in certain jurisdictions and persons in the jurisdictions where this press release has been published or distributed should inform themselves about and observe any such legal restrictions. The recipient of this press release is responsible for using this press release and the information contained herein in accordance with the applicable rules in each jurisdiction. This press release does not constitute an offer, or a solicitation of any offer, to buy or subscribe for any EG7 securities in any jurisdiction, neither from EG7 nor from anyone else.

This press release does not constitute a prospectus for the purposes of the Regulation (EU) 2017/1129 (the "**Prospectus Regulation**") and has not been approved by any regulatory authority in any jurisdiction. EG7 has not approved any public offering of securities in any of the EEA countries, and no prospectus has been or will be prepared in connection with the bond issuance. In all EEA member states, this announcement is addressed and directed only to qualified investors in that member state within the meaning of the Prospectus Regulation.

This press release does not constitute an offer or invitation to purchase or subscribe for securities in the United States. The securities referred to herein may not be sold in the United States absent registration or an applicable exemption from registration under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), and may not be offered or sold in the United States absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There is no intention to register any securities referred to herein in the United States or to make a public offering of such securities in the United States. The information in this press release may not be announced, published, copied, reproduced or distributed, directly or indirectly, in whole or in part, in or into the United States, Australia, Belarus, Canada, Japan, Hong Kong, New Zealand, Russia, Singapore, South Africa, South Korea, Switzerland or any other jurisdiction where such announcement, publication or distribution of this information would be unlawful or where such action is subject to legal restrictions or would require additional registration or other measures than those required by Swedish law. Actions in violation of this instruction may constitute a violation of applicable securities legislation.

In the United Kingdom, this document, and any other materials in relation to the securities referred to herein, is only being distributed to, and is only directed at, and any investment or investment activity to which this document relates is available only to, and will be engaged in only with 'qualified investors' (within the meaning of the United Kingdom version of Regulation (EU) 2017/1129 made part of United Kingdom law by the European Union (Withdrawal) Act 2018) who are (i) persons who have professional experience in matters relating to investments and who fall within the definition of 'investment professionals' in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "**Order**") or (ii) high net worth persons as referred to in Article 49(2)(a) to (d) of the Order (all such persons are collectively referred to as "**relevant persons**"). Any investment or investment activity to which this communication relates is available in the United Kingdom only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons should not take any action based on this press release and should not act or rely on it.

The information contained herein may not be forwarded or distributed to any other person and may not be reproduced at all. Any transmission, distribution, reproduction, or disclosure of this information in whole or in part is unauthorised. Failure to comply with these instructions may result in a violation of the Securities Act or applicable laws of other jurisdictions.

Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or expectations regarding the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and can be identified by the use of words such as "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "anticipates", "should", "could" and, in each case, the negatives thereof, or similar expressions. The forward-looking statements in this press release are based on various assumptions, many of which are based on additional assumptions. Although the Company believes that the assumptions reflected in these forward-looking statements are reasonable, there can be no assurance that they will materialise or that they are accurate. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, actual results or outcomes could differ materially from those in the forward-looking statements for a variety of reasons. Such risks, uncertainties, contingencies, and other important factors could cause actual events to differ materially from the expectations expressed or implied in this press release by the forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements contained in this press release are accurate and any reader of this press release should not place undue reliance on the forward-looking statements contained in this press release. The information, opinions and forward-looking statements expressed or implied herein are made only as of the date of this press release and are subject to change. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, except as required by law or Nasdaq Nordic Main Market for Issuers of Shares.

About EG7

EG7 is a group of companies within the gaming industry that develops, markets, publishes and distributes PC, console and mobile games to the global gaming market. The company employs approximately 360 game developers and develops its own original IPs, as well as acts as consultants to other publishers around the world through its game development divisions Daybreak Games, Piranha Games, Toadman Studios and Big Blue Bubble. In addition, the group's marketing department Petrol has contributed to the release of 2,000+ titles, of which many are world famous brands such as Call of Duty, Destiny, Dark Souls and Rage. The group's publishing and distribution departments Fireshine Games hold expertise in both physical and digital publishing. EG7 is headquartered in Stockholm with approximately 546 employees in 12 offices worldwide.

Enad Global 7 is listed on Nasdaq Stockholm with Ticker Symbol: EG7

Attachments

EG7 SUCCESSFULLY PLACES SENIOR UNSECURED BONDS OF SEK 350 MILLION