

Starbreeze partners with KRAFTON to Expand PAYDAY™ into ‘PUBG: Battlegrounds’

Starbreeze AB (publ), the developer of the popular game series PAYDAY, today announces a strategic partnership with South Korean KRAFTON, Inc. (“KRAFTON”) to bring the PAYDAY experience to KRAFTON’s game PUBG: Battlegrounds (“PUBG”) under a work-for-hire agreement, the project will engage about a quarter of Starbreeze’ development organization during a year. The collaboration aims to increase the visibility and reach of the PAYDAY franchise by bringing the heisting experience to a broader audience through PUBG – one of the most popular games globally.

In the partnership, Starbreeze retains full ownership of the PAYDAY intellectual property, with KRAFTON acquiring the rights to incorporate and adapt it within PUBG. By leveraging KRAFTON’s established distribution and playerbase, Starbreeze looks to strengthen PAYDAY’s position in the market, introducing its cooperative gameplay experience to new players, platforms and regions. PUBG is available on Windows, Xbox One, PlayStation 4, Xbox Series X|S and PlayStation 5.

The partnership reflects Starbreeze’ strategy to maximize the potential of the PAYDAY IP and having a broader portfolio of projects under development. Work-for-hire projects also give Starbreeze the opportunity to focus on continuing creating compelling gaming experiences.

“This partnership with KRAFTON offers a unique opportunity to elevate PAYDAY and introduce it to a broader global audience,” said Mats Juhl, acting CEO of Starbreeze AB. *“KRAFTON’s exceptional track record and strong reach make them an ideal partner for us, and this collaboration shows the strength and attractiveness of our IP.”*

Chief Operating Officer of Starbreeze AB, Egil Strunke, highlighted the operational benefits: *“By entering into this work-for-hire arrangement, we’re able to bring PAYDAY to new players while optimizing our efforts. We’re excited to collaborate with the talented PUBG team over the next year. Our goal is to create a truly special experience for both existing fans and newcomers to the PAYDAY franchise, all within the exciting PUBG universe.”*

Starbreeze and KRAFTON are currently collaborating on the project’s integration roadmap, with further updates expected closer to launch.

STARBREEZE

ENTERTAINMENT

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About KRAFTON

Headquartered in South Korea, KRAFTON, Inc. is dedicated to discovering and publishing captivating games that offer fun and unique experiences. Established in 2007, KRAFTON is home to globally renowned developers that include PUBG STUDIOS, Striking Distance Studios, Unknown Worlds, VECTOR NORTH, Neon Giant, KRAFTON Montréal Studio, Bluehole Studio, RisingWings, 5minlab, Dreamotion, ReLU Games and Flyway Games. Each studio strives to continuously take on new challenges and leverage innovative technologies. Their goal is to win over more fans by broadening KRAFTON's platforms and services.

KRAFTON is responsible for premier entertainment properties, including PUBG: BATTLEGROUNDS, PUBG MOBILE, The Callisto Protocol, NEW STATE MOBILE, Moonbreaker, Defense Derby and TERA. With a passionate and driven team across the globe, KRAFTON is a tech-forward company that possesses world-class capabilities and is set on expanding its business horizons to encompass multimedia entertainment and deep learning. For more information, visit www.krafton.com.

About Starbreeze

Starbreeze is an independent developer, publisher and distributor of PC and console targeting the global market, with studios in Stockholm, Barcelona, Paris and London. 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 and corporate.starbreeze.com

This information is information that Starbreeze is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-12-05 07:15 CET.