



ENAD
GLOBAL
7

EG7's CEO and Chairman Sell Shares – Remain Committed Long-Term Shareholders

Enad Global 7's CEO and Chairman, Robin Flodin and Alexander Albedj have together sold 1,313,836 shares between 4-8 June 2021 which corresponds to 24% of their holdings, respectively. They have decided to each keep 76% of their holdings and have signed a lock-up agreement stating that no additional shares can be sold for a period of 360 days. They still hold 4,182,961 shares, corresponding to an investment of approximately SEK 378 million based on the closing price as of 7 June 2021.

Comment by Robin Flodin, CEO of EG7:

“Due to private financial reasons, the chairman and I have decided to sell a portion of our holdings in EG7. We still have 76% of our original holdings in EG7 which represents our largest personal investments by far. To demonstrate our commitment, we have decided to sign voluntary lock-up agreements to not sell more shares in one year's time.

The transaction will be reported to The Swedish Financial Supervisory Authority (Finansinspektionen) according to current regulations.

The information in this press release has been made public through the agency of the responsible person set out below, for publication at the time stated by the company's news distributor Cision at the publication of this press release.

FOR MORE INFORMATION, PLEASE CONTACT:

Robin Flodin, CEO

Phone: +46 70 477 06 34

robin@enadglobal7.com

ABOUT EG7

EG7 is a group within the gaming industry that develops, markets, publishes and distributes PC, console and mobile games to the global gaming market. The company has 470+ game developers and develops its own original IPs and is a consultant to other companies worldwide through its game development divisions Daybreak Games, Piranha Games, Toadman Studios, Big Blue Bubble and Antimatter Games. In addition, the group's marketing department Petrol has contributed to the release of 1,500+ titles, many of which are world-famous brands such as Call of Duty, Destiny, Dark Souls and Rage. The group's publishing and distribution departments Innova and Sold Out hold expertise in both physical and digital publishing. EG7 is headquartered in Stockholm with approximately 835 employees in 15 offices worldwide.

Nasdaq First North Growth Market Ticker Symbol: EG7

Certified Adviser: Eminova Fondkommission AB, Phone: +46 8 684 211 00