



**ENAD
GLOBAL
7**

Fredrik Rüdén new Deputy Chief Executive Officer and Financial Officer of EG7

Enad Global 7 AB (publ) has appointed Fredrik Rüdén as Deputy Chief Executive Officer and Financial Officer of the company and will start no later than 1 December 2021. Fredrik will strengthen the leadership of EG7 with focus on acquisitions, financing, implementation of strategies and financial reporting. Fredrik has over 25 years of professional experience within finance and over 10 years of leadership experience within the entertainment industry.

Fredrik comes most recently from Cambio Healthcare Systems, where he worked as CFO for the past few years. He has previously worked as CFO for Betsson for nine years, where he was contributing to growing the company into a multi-billion franchise and mainly had responsibilities within acquisitions, financing, and reporting. In addition, Fredrik has professional experience from companies such as AB Kinnevik, LeoVegas and Ernst & Young.

Fredrik will have the financial responsibilities in the company and Birgitta Lönnberg will remain in her current position and will report directly to Fredrik.

Comment from chairman Alexander Albedj:

“I am very happy to have been able to attract Fredrik Rüdén to EG7. Fredrik has first-hand experience in working with entertainment companies of our size and growing them into larger franchises. Together with Ji and Birgitta, I believe we have a strong leadership foundation with the right experience to accelerate our growth by acquisitions and sound investments into our ever-growing pipeline of new games. We will also be able to take the next steps in our reporting and financing capabilities, and I could not be more excited to welcome Fredrik to the team.”

FOR MORE INFORMATION, PLEASE CONTACT:

Alexander Albedj, Chairman of the Board

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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 845 employees in 15 offices worldwide.

Nasdaq First North Growth Market Ticker Symbol: EG7

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

IMPORTANT INFORMATION

This information is information that Enad Global 7 AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on August 31, 2021 at 7:00 am CEST.