



**ENAD
GLOBAL
7**

Daybreak Games Acquires the Rights to Develop and Publish *Magic: The Gathering Online*

Daybreak Games, a wholly owned subsidiary of Enad Global 7 AB (publ) (“EG7”), today announced it has entered into a long-term license agreement (the “Transaction”) with Wizards of the Coast (“Wizards”), a subsidiary of Hasbro Inc., to take ownership of the development, operations and publishing of *Magic: The Gathering Online* (“MTGO”), the online version of the fabled tabletop game *Magic: The Gathering* (“Magic”).

Magic was originally released as a tabletop collectible card game in 1993 and since then has become the leading premier trading card game globally with over 50 million players worldwide. In 2002, Wizards of the Coast released *MTGO*, bringing the beloved tabletop game experience digitally and expanding *Magic*’s reach to millions of video gamers across the globe.

“Daybreak Games’ partnership with Wizards of the Coast has been deep-rooted for years through our continued and successful collaboration on *Dungeons & Dragons Online*,” said Ji Ham, Acting CEO of EG7. “We are excited to extend that partnership and add *Magic: The Gathering Online* among Daybreak’s growing portfolio of iconic online multiplayer games. We look forward to not only continuing the live service, but to further invest and improve upon the *MTGO* experience as the most authentic representation of *Magic* online for years to come.”

The *MTGO* transaction represents a great example of the type of transactions that EG7 is pursuing as part of its revised strategy for both targeted M&A and sustainable long-term organic growth. It adds another renowned IP-based product with a long history of success and a passionate global fan base to EG7’s growing portfolio of live games. Daybreak will leverage its proven track record and expertise in live service and publishing to support the *MTGO* development team and help improve and grow the product.

Similar to Daybreak’s strategy for *The Lord of the Rings Online* and *DC Universe Online*, it plans to invest further in *MTGO* in order to improve the overall user experience and accessibility, which will include broader localization and distribution in additional markets across multiple platforms, including Steam.

“This is a unique and proprietary transaction only possible through Daybreak’s long-standing partnership with Wizards of the Coast and its expertise in PC/console GaaS development and publishing. We are very excited for this opportunity and look forward to bringing welcomed improvements and growth to *MTGO* and continuing to service its passionate community going forward,” adds Ji Ham.

The Transaction is expected to be meaningfully accretive to EG7 earnings for 2022. Due to the confidential nature of the deal terms with Wizards, the financial terms of the Transaction are not disclosed at this time. Further information will be disclosed with earnings releases for EG7

post-closing of the Transaction.

FOR MORE INFORMATION, PLEASE CONTACT:

Ji Ham, Acting CEO

Phone: +46 70 065 07 53

ji@enadglobal7.com

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 470+ game developers and develops its own original IPs, as well as act as consultants to other publishers around the world 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, of which many 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 880 employees in 16 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 December 23, 2021 at 08:00 am CET.