



Kinda Brave enters into a publishing agreement with a European publisher

Umeå 2024-07-25

Kinda Brave Entertainment Group AB (publ) ("Kinda Brave") through its wholly owned subsidiary Windup Games AB ("Windup" or the "Company"), has today entered into a binding agreement for the publishing of the Company's unannounced flagship title with a European game publisher, valued at USD 4.5 million.

Kinda Brave is a modern gaming group focused on acquiring, owning and developing game studios and intellectual properties. The Company has today entered a binding agreement with a European publisher regarding the Company's unannounced "flagship title" valued at a total of USD 4.5 million. The agreement includes an exclusive right for the publisher to the global rights to distribute and sell the Company's game — referred to as the "flagship title"—on all global platforms for PC and consoles.

According to the agreement, Windup will receive a total compensation of USD 4.5 million. Of this amount, USD 3.8 million is to be paid in cash, provided the Company meets certain agreed milestones for the development of the flagship title. The remaining amount is intended to cover the publisher's costs for dedicated marketing of the flagship title, general publishing-related expenses, quality assurance work concerning the publishing etc.

"We are pleased to announce that together with our publisher, we have signed a competitive publishing agreement that ensures full financing of the flagship title until launch. This is a testament to the potential of our game, especially considering the fierce competition in the industry today. The Company, along with the publisher, intends to announce the flagship title in the near future." says Kinda Braves CEO Christian Kronegård.

For more information, please contact:

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This information is information that Kinda Brave Entertainment Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-07-25 15:05 CEST. The persons above may also be contacted for further information.

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This press release is a translation from the main language, which is Swedish.

About Kinda Brave Entertainment Group AB (publ)

Kinda Brave is a modern gaming group focused on acquiring, owning, and developing game studios and intellectual properties, as well as establishing a division dedicated to third-party game publishing. The company currently consists of four game studios and a small publishing team. Kinda Brave's vision is to create a unique entertainment group with strong intellectual properties in various areas, including TV series, movies, and comics.

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