



# Kinda Brave - Business update

Umeå 2024-08-05

We are in the second half of the year and much has happened during the spring/summer at Kinda Brave Entertainment Group AB (publ) ("Kinda Brave" or the "Company"). In the first seven months we launched two games, Go Fight Fantastic and Distant Bloom on PC. Our wholly-owned subsidiary, Windup Games AB ("Windup"), has entered into a publishing agreement with a European publisher for our yet-to-be-announced flagship project, with a total value of 4.5 MUSD. Additionally, the Company successfully completed an IPO that was oversubscribed.

Operationally, a significant focus has been on finalizing negotiations with publishers regarding our unannounced flagship project. The project is led by industry veterans with extensive experience. They have previously created and shipped multi-million-selling games on the global market and they constitute a strong ownership within the Company. In July, as previously communicated, Windup completed negotiations with a European publisher and signed a competitive publishing agreement that ensures full financing of the flagship project until launch, with a total value of 4.5 MUSD. This is a testament to the potential of our game, given the fierce competition in the industry and the challenging environment we operate in. I look forward to being able to share more about our unannounced title shortly.

Going forward our focus is on executing our strategy and continuing to be agile to best adapt to market conditions. We will look into potential acquisition opportunities and continue to develop new concepts with a focus on delivering high-quality gaming experiences to our players worldwide.

We now look forward to the industry's largest annual event Gamescom, which takes place at the end of August. It is one of the highlights of the year where representatives from all of our studios will be present.

## **For more information, please contact:**

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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.

The company's Certified Adviser is Eminova Fondkommission AB | 08-684 211 10 | [adviser@eminova.se](mailto:adviser@eminova.se)

