



Kinda Brave announces its flagship title "Hela" at Gamescom in partnership with Knights Peak

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Kinda Brave Entertainment Group AB (publ) ("Kinda Brave") wholly-owned subsidiary Windup Games AB ("Windup") announces its flagship title "Hela" together with its publisher Knights Peak, a premium games division of MY.GAMES, at Gamescom and unveils the game's announcement trailer.

Link to trailer: <http://www.youtube.com/watch?v=-ZFgEVbuTrU>

Windup and Knights Peak are proud to present Hela, a heartwarming third-person, open-world 3D adventure. Hela is created by the talented team behind the successful and beloved Unravel series and marks the debut title from a studio comprised of industry veterans and promising talents.

In the debut trailer, which you can view here: <http://www.youtube.com/watch?v=-ZFgEVbuTrU> and which is being showcased for the first time at Gamescom - the world's largest consumer trade fair for video- and computer games, held in Cologne, Germany— players are introduced to a charming world inspired by Scandinavian folklore.

"Hela is a game that aims to bring a joyful experience, while you explore this world that is deeply rooted in something that feels very authentic to our team and yet hopefully is novel for the bigger audience." says Martin Sahlin, Creative Director at Windup Games. "We want to bring alive this playful and whimsical world that surrounds us but also make it feel earnest, heartfelt and ultimately weave a very meaningful story for our players."

As previously communicated, Windup will receive 4.5 million USD in project financing and marketing. The agreement includes exclusive global rights for Knights Peak to distribute Hela on all major global platforms for both PC and consoles. Specific details regarding the platforms the game is being developed for will be shared at a later date.

Eugenio Vitale from Knights Peak also commented: "I'm really excited we can empower the creative people behind Hela. Their previous games and what we've seen of Hela has so much charm and authenticity that I just had to work with them on our label. We share a lot of the same values when it comes to what makes good games and it's a dream come true that we do our part bringing their next game to life."

"It's fantastic to finally announce our flagship project Hela to the world. I'm extremely proud of the work the team at Windup has accomplished so far and I look forward to sharing more news about the studio and the game in the future." – Christian Kronegård, CEO of Kinda Brave.

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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

About MY.GAMES

MY.GAMES is a leading publisher and developer headquartered in Amsterdam, with more than one billion registered users worldwide. The company develops games for mobile, PC and console platforms. MY.GAMES has more than ten years of experience in publishing free-to-play PC and console games and has recently started a new publishing division called Knights Peak Interactive, with a strong focus on buy-to-play PC and console titles. The company unites over a dozen development studios, a strong team of specialists working together from across the globe. For more information, please visit <http://my.games>.

About KNIGHTS PEAK INTERACTIVE

Knights Peak Interactive, a division of MY.GAMES, is a game publisher partnering with diverse developers worldwide. Committed to equality, it supports both emerging and established studios in reaching new heights in global markets and brand development. Knights Peak views games as portals to immersive stories, offering players a multitude of adventures in a welcoming environment. For details, visit: <http://www.knightspeak.com>.