REDEYE

GAMING EVENT SCHEDULE

GAMING EVENT SCHEDULE 2022

In the coming Panel Discussion, we have invited several gaming experts to discuss topics that are relevant to the industry's future. The purpose is for i nvestors to receive expert insights, widen their knowledge, and get a glimpse of what the future might hold.

In Focus is our own segment, which consists of an interview between a company representative and an analyst from Redeye. These In Focus discussions aim to help potential investors understand the company's operations, with our analysts asking questions to speed up the process.For Redeye Gaming Day 2022, we are proud to announce that we have 11 different In Focus groups with company representatives and analysts. Below you will find a brief description of the companies and the participants in the discussion.

08:30	The doors are open
09:00	**Intro +. Redeye Gaming Report 2022**
09:10	**In Focus – Thunderful**
09.20	**Panel Discussion – Build IP-value**
09:50	**In Focus – Adverty**
10:00	***Panel Discussion***
	– Future-proof Mobile Marketing
10:30	20 min BREAK
10:50	**In Focus – Nitro Games**
11:00	**In Focus – Starbreeze**
11:10	***Panel Discussion***
	– Dying Pure Premium-model
11:40	**In Focus – CI Games**
11:50	**IIn Focus - Zordix**
12:00	**In Focus – Fragbite**
12:10	***Panel Discussion***
	– Consolidation: Pros and Cons
12:40	LUNCH BREAK
13:40	**In Focus – Fast Travel**
13:50	**In Focus – Resolution Games**
14:00	***Panel Discussion***
	– VR Mass Market Takeoff
14:30	**In Focus – MAG Interactive**
14:40	**In Focus – Swedish Game Awards Winner 2022**
14:50	20 min BREAK
15:10	**In Focus – MOBA Network**
15:20	***Panel Discussion***
	– How to monetize on E-sports
15:50	***Panel Discussion***
	– The rise of the Player-Creator
16:20	**The end**

Thunderful – 09:10-09:20

Thunderful Group AB is a Swedish video game holding company based in Gothenburg. It was founded in December 2017 by Brjánn Sigurgeirsson and Klaus Lyngeled, in conjunction with Bergsala Holding, as the parent company for their Gothenburg-based game development studios, Image & Form and Zoink. Thunderful was expanded into the Thunderful Group in December 2019, taking over Bergsala Holding's distribution companies. Image & Form and Zoink make for Thunderful Group's Thunderful Development branch, Thunderful Publishing AB (founded in 2017) and Rising Star Games (acquired from Bergsala Holding in 2018) form the Thunderful Publishing branch, and the Thunderful Distribution covers Bergsala, Amo Toys Nordic, and Nordic Game Supply.

PARTICIPANTS:



CEO, Anders Maiqvist

Anders was CFO of Thunderful Group before his current role as Acting CEO. Anders holds an MSc in Industrial Economics from Chalmers University of Technology. Anders has previously been the CFO of Bergsala Since 2016. Before that, he was CFO of People's Choice and deputy
CEO and CFO of Prognosia.

Analyst, Danesh Zare

Build IP-value – 09:20-09:50

Moderator, Per Strömbeck

Building a strong brand is one of the most important tasks to create a competitive advantage. It is of course also a valuable asset due to the fact that it can create more certain long-term revenue streams.
Sub questions:

- How do you value a brand in the balance sheet?
- What more important parameters exist except revenue creation related to an IP?
- Will the transmedia trend continue where games become movies, TV series, comic books, and T-shirts?
- Do you think you have better or worse possibilities in building a strong brand in the free-to-play market than in the premium market? Is not for example popularity more important than production values?

PARTICIPANTS:



CCO of Remedy, Johannes Paloheimo

Johannes has been at Remedy since 2012 and acts as Remedy's Chief Commercial Director. Before joining Remedy, he served as a management consultant at the Finnish-Swedish Chamber of Commerce in Stockholm.



Founder & Studio Manager of Thunderful, Brjann Sigurgeirsson

Brjann Sigurgeirsson created his first game in the early eighties, worked with gamification in Japan in the nineties and founded the acclaimed game studio Image & Form in 1997. Now runs and owns Thunderful Group AB together with business partners Klaus Lyngeled and Bergsala Holding.



IP Consultant & Narrative Director of Leverage Partnership, Christian Fonnesbech

Christian is Head of IP Development at Leverage Partnership, helping games companies and investors develop lasting IPs, Narratives and Brands. In addition, he is a Strategic Advisor at Nordisk Games. In his earlier career, Christian was a video game entrepreneur, co-founding 35 commercial projects.

Adverty – 09:50-10:00

Adverty, the leading seamless in-game ad tech company, is developing a version of its Unity SDK to be enabled on the Unity Asset Store, a marketplace where all creators can find, source, and sell everything they need to be successful, including third party assets, tools, and services. Adverty's advertising solution uses Unity to display seamless in-game ads through an SDK launched to the public recently, accessible from the Adverty website www.adverty.com. In this new installment, the Unity SDK from Adverty will be easily accessible to developers on the Unity Asset Store.

PARTICIPANTS:



CEO, Jonas Söderqvist

Jonas has worked within the media landscape for over 20 years and has managed people for over 15 years. Jonas has held positions within MTG, Smartclip, Specific Media, YuMe, Mediakompaniet, Sellbranch, MTV, and Pubmatic. In addition, Jonas was a Board Member at Adverty before joining as CEO.

Analyst, Danesh Zare

Future-proof Mobile Marketing – 10:00-10:30

Moderator, Per Strömbeck

With Apples IFRS and now Google's initiative to launch a similar privacy setting "traditional" targeted marketing has become less efficient. At the same time, influencer marketing and video advertising have become more important for mobile publishers.
Sub questions:

- How has IFRS changed the mobile games competitive landscape?
- What marketing channels will be essential in the next coming ten years?
- Will game publishers' marketing efficiency (UAC/Revenue) increase or decrease the next coming five years?

PARTICIPANTS:



CEO of Audiencly, Adrian Kotowski

Adrian has been the founder and CEO of Audiencly since June 2018. Earlier this year, Flexion acquired Audiencly, and the whole team, including Adrian, joined the Flexion group in combination with the acquisition.



Founder of Adverty, Niklas Bakos

Niklas holds an MSc in Media Technology from the University of Linköping. He has been active in the mobile games and ad-tech industry for the past 17 years at leading companies such as Glu Mobile, Namnco Bandai, and StartApp. Niklas is also an advisor for Apple-awarded games studio About Fun and Swedish studio Corncrow Games.



CEO of Sozap, Rade Prokopovic

Rade is the founder of Sozap, founded in 2015, and has been CEO since 2020. He is also the founder of PRORAD. In addition, back in 2007, Rade founded Furniturebox.

Nitro Games – 10:50-11:00

Nitro Games is a free-to-play mobile game developer and publisher with a decade of experience in developing games for the mid-core user segment, mostly focusing on the genre of strategy games. The Company focuses on producing games with high production value and high revenue potential for smartphones and tablets. With Nitro Games' powerful NG Platform and NG MVP-process, the Company is able to do market validation with new game prototypes after only a week of development. Historically, Nitro Games has developed games such as East India Company, Commander: Conquest of the Americas, Pirates of Black Cove and Raids of Glory.

PARTICIPANTS:



CEO, Jussi Tähtinen

Jussi Tähtinen is Managing Director of Nitro Games since September 2008. He started as a designer in Nitro FX in 2004, and before becoming the Managing Director for the spin-off Nitro Games, he worked in various roles within design and production. During his time at Nitro Games, Jussi has built up a close-knit team of gaming professionals and been involved in over 25 different game launches.

Analyst, Tomas Otterbeck

Starbreeze – 11:00-11:10

Starbreeze is an independent developer, creator, publisher and distributor of PC and console games targeting the global market, with studios in Stockholm, Barcelona and Paris. Housing the smash hit IP PAYDAY, Starbreeze develops games based on proprietary and third-party rights, both in-house and in partnership with external game developers.

PARTICIPANTS:



CEO, Tobias Sjögren

Since 1996, Tobias Sjögren has been active in the computer game industry in production, business development, sales and management. Most recently, Tobias was CEO of the company White Wolf Entertainment and has previously worked at Paradox Interactive, Stardoll and the international agent company DDM Agents. Tobias was the head of DICE Stockholm's studio while the first Battlefield game was launched.

Analyst, Tomas Otterbeck

Dying Pure Premium-model – 11:10-11:40

Moderator, Per Strömbeck

The market becomes more competitive, and the gaming budgets keep on growing in the PC/Console Industry. It has therefore become more challenging for so-called premium games to become profitable.
Sub questions:

- Almost every independent developer makes platform deals or signs with a big publisher before releasing a game. (Which of course are minimizing the potential upside in every investment) Will this trend be even stronger in the future?
- Will the gaming industry be more like the movie industry in the future, where subscription services * dominate and only the major known franchises are being sold at full price?
- Will the PC and console industry continue to move into the middle, with more DLCs and not fully completed games upon release?

PARTICIPANTS:

CEO of Starbreeze, Tobias Sjögren



Since 1996, Tobias Sjögren has been active in the computer game industry in production, business development, sales and management. Most recently, Tobias was CEO of the company White Wolf Entertainment and has previously worked at Paradox Interactive, Stardoll and the international agent company DDM Agents. Tobias was the head of DICE Stockholm's studio while the first Battlefield game was launched.

Studio Manger of Hazelight, Oskar Wolontis



Oskar has been working in several positions at Hazelight for eight years. He started as a Production Coordinator, then Studio Manager, and is currently CEO since March 2022. Before Hazelight, Oskar worked at Försvarsmakten for over six years.

CEO of Nitro Games, Jussi Thätinen



Jussi Tähtinen is Managing Director of Nitro Games since September 2008. He started as a designer in Nitro FX in 2004, and before becoming the Managing Director for the spin-off Nitro Games, he worked in various roles within design and production. During his time at Nitro Games, Jussi has built up a close-knit team of gaming professionals and been involved in over 25 different game launches.

CI Games – 11:40-11:50

CI Games is a globally renowned independent games developer and publisher, mostly known for its action-driven titles such as the Sniper Ghost Warrior and Lords of the Fallen franchises. As of August 2021, the Sniper Ghost Warrior franchise had sold more than 12.5 million copies and the Lords of the Fallen series more than 3 million copies. The company runs two internal development studios, focusing on its key franchises and operating as an independent publisher for all key gaming platforms (PlayStation, Xbox, PC). On the 15th of October 2021, CI Games announced that they had entered into an agreement with the Czech studio BatFields s.r.o., which will be operating as an external studio, developing games within the survival genre, creating a third internal IP of CI Games. Moreover, in 2018, CI Games founded a new publishing arm called United Label, currently co-operating with four independent studios.

PARTICIPANTS:

CFO, David Broderick



Dawid has been the CFO of CI Games since early 2022. Before joining CI Games, he has been CFO of PCH International, Keyword Studios, and Acronics for more than six years. In addition, Dawid was the Head of Investor Relations at Ryanair for almost seven years.

Analyst, Tomas Otterbeck

Zordix – 11:50-12:00

Zordix AB (publ) is the parent company of an expansive multinational group focusing on game development and publishing for consoles and PC. Group headquarter is located in Umeå with a strong connection to the Swedish gaming industry. The Zordix Group has altogether developed and published more than 65 games. Zordix AB (publ) is listed on Nasdaq First North Growth Market in Stockholm.

PARTICIPANTS:



CEO, Christina Seelye

Christina joined Zordix as the CEO this year. Before joining Zordix, Christina founded and drove several gaming and software growth companies. In addition, Christina has over 20 years of experience managing profitable growth companies, including M&A and launching games and software internationally.

Analyst, Hjalmar Ahlberg

Fragbite – 12:00-12:10

Fragbite Group is a digital gaming entertainment group with subsidiaries active in the mobile games and e-sports industry. The group consists of companies with people who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt and in Montpellier and Nancy, France. The group has two internal game development studios and employs approx. 50 employees. The subsidiaries Funrock Development AB and P Studios AB develop, publish, distribute and market mobile games for the global gaming market. Fragbite AB is one of the Nordic region's leading E-sports media companies that organizes and broadcasts e-sports tournaments live. Playdigious SAS is a publisher that adapts games for mobile devices and develops indie games.

PARTICIPANTS:



CEO, Marcus Teilman

Marcus holds a BSc in Business and Economics from Stockholm University. Marcus has over 15 years of experience in leading positions in public companies, mainly from iGaming. He spent eight years at Acroud as CEO and a Board Member. In addition, he has extensive experience in M&A and financing within the iGaming, FinTech, and Online Media sectors.

Analyst, Hjalmar Ahlberg

Consolidation: Pros and Cons – 12:10-12:40

Moderator, Per Strömbeck

In the last years, the consolidation has accelerated in the gaming industry from already high levels. But does the consolidation benefit all? Of course, stable cash flows from a new industry giant as an owner create more jobs and more power to grow faster. But successful gaming investors in Sweden (such as Sprinchhorn) have also pointed out that keeping our "gaming jewels" in Sweden would be more beneficial for both investors and Sweden as a whole.
Sub questions:

- What does the consolidation mean for the Nordic gaming industry?
- The employees in the gaming companies?
- Investors?

PARTICIPANTS:



CEO of Fragbite, Marcus Teilman

Marcus holds a BSc in Business and Economics from Stockholm University. Marcus has over 15 years of experience in leading positions in public companies, mainly from iGaming. He spent eight years at Acroud as CEO and a Board Member. In addition, he has extensive experience in M&A and financing within the iGaming, FinTech, and Online Media sectors.



CEO of Zordix, Christina Seelye

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Board member of Embracer Group, Jacob Jonmyren

Jacob is a Board Member of Embracer. Jacob Jonmyren holds an MSc in Accounting and Financial Management from the Stockholm School of Economics. In addition, he has studied Finance at the University of Wisconsin – Madison and Media & Communication Studies at Stockholm University, where he was president of the Student Association at the Department of Journalism, Media & Communication. Jacob Jonmyren has long experience in the financial markets.

Fast Travel – 13:40-13:50

Fast Travel Games is a VR game developer and publisher based in Sweden, founded by industry-leading veterans. It has created games such as Apex Construct, The Curious Tale of the Stolen Pets, and Wraith: The Oblivion – Afterlife.

PARTICIPANTS:



CEO, Oskar Burman

Oskar has been the Co-founder and CEO of Fast Travel Games since 2016. He has extensive experience from several studios as a producer and manager. In addition, Oskar has been a Board Member of Thunderful Group since 2020.

Analyst, Viktor Lindström

Resolution Games – 13:50-14:00

Resolution Games is a games studio based in Stockholm and led by some of the top minds in the industry, forging a world-class catalog of titles that brings players into the richest VR and AR worlds possible. As a result, resolution Games' titles rank among the space's top-rated and most downloaded games. Resolution has games like Bait!, Acron: Attack of the Squirrels!, Angry Birds VR: Isle of Pigs, Wonderglade, and Narrows.

PARTICIPANTS:



CEO, Tommy Palm

Tommy has been the CEO of Resolution Games since 2015. Before Resolution Games, he was at King for three years. In addition, Tommy holds an MSc in Computer Science from KTH.

Analyst, Viktor Lindström

VR Mass Market Takeoff – 14:00-14:30

Moderator, Per Strömbeck

With almost 15 million units sold according to analysts, the Meta Quest 2 has sold almost as much as Microsoft's new consoles. With new VR devices from Apple and Sony coming within the next 12 months we can expect high growth rates in the near future. Will VR become mainstream?

Sub-questions

- Will Mark Zuckerberg's vision of the Metaverse become a reality? How will this become a game changer commercially?
- Will the majority of the market be "less technical demanding" games, designed for standalone headsets in the next five years?
- Most VR games rely on a premium business model (buy and play). Will this be the case in the future?
- According to analysts the VR/AR market will grow with a CAGR of 18% the next eight years reaching USD 70 billion in 2028. Is the overoptimistic?

PARTICIPANTS:



CEO of Resolution Games, Tommy Palm

Tommy has been the CEO of Resolution Games since 2015. Before Resolution Games, he was at King for three years. In addition, Tommy holds an MSc in Computer Science from KTH.



CEO of Beyond Frames, Ace St. Germain

15+ years of experience in the US game and entertainment industry. Ace has vast experience in leading and developing fast-growing companies in an international environment. He has previously worked as a Project Manager at PlayStation, Senior Director of Content at Crunchyroll, and Head of Content at Twitch.



CEO of Fast Travel, Oskar Burman

Oskar has been the Co-founder and CEO of Fast Travel Games since 2016. He has extensive experience from several studios as a producer and manager. In addition, Oskar has been a Board Member of Thunderful Group since 2020.

MAG Interactive – 14:30-14:40

MAG Interactive – a leading mobile developer and publisher of casual mobile games built on a wealth of creativity and passion. The Company's games have been downloaded more than 350 million times. Every game released from MAG Interactive has reached a multi-million player base and the #1 position in its category in many countries. In addition, its games have been selected Best of Google Play, Best Of App Store by Apple, and have reached the #1 word game spot in over 100 countries.

PARTICIPANTS:



CEO, Daniel Hasselberg

Daniel holds an MSc in Engineering Physics from Uppsala University. He has been MAG Interactive's CEO since 2013 and a Board Member since 2014. Before he joined as CEO, he was the Chairman between 2010 and 2013.

Analyst, Hjalmar Ahlberg

Swedish Game Awards Winner 2022 – 14:40-14:50

Moderator, Per Strömbeck

Swedish Game Awards is the biggest game development competition in the Nordic area. The goal of SGA is to bringing game developers closer by connecting students and hobbyist to the games industry - making a place for people to connect while celebrating game development! This competition is exclusively for students and hobbyist that haven't yet worked in the games industry. Finalists from all over Sweden will be invited to an Award Ceremony and gala dinner to win prizes and get celebrated by industry giants

Out of Sight

Out of Sight is a unique second person perspective experience where you play as a young blinded girl that has been kidnapped. You can't see with your own eyes, but you have your teddy bear with you that grants you vision.

By picking up, carrying and placing the teddy bear at different locations you gain new perspectives around the house. Don't walk too far away from your teddy's eyes though, since the kidnapper could be right around the corner.

Set in 1980's Sweden. As the girl with her teddy you need to solve the puzzles that will allow you to escape your kidnapper's house. This eerie stealth game challenges you with a remarkable new camera mechanic that lets you control your character independently from their own point of view. Throughout the game, you will discover interesting new ways which you can use the teddy's eyes to your advantage, as you try to avoid the kidnapper while finding a way out.

M.O.B.A Network – 15:10-15:20

MOBA Network owns and operates several of the world's largest e-sport communities. The company offers communities to core e-sport fans to craft gaming strategies and share ideas with other passionate players. Moreover, the recent acquisition of Magic Find creates a new multi-channel network business unit.

PARTICIPANTS:



Head of Sales, Peter Carlstedt

Peter has been the Head of Sales at M.O.B.A Network since May 2020. Before that, he held positions as Business Director, Country Manager, and Sales Manager at several companies. Before that, he spent 14 years at MTG, four years as a Key Account Manager, and the last ten years as Sales Team Leader.

Analyst, Viktor Lindström

How to monetize on E-sports – 15:20-15:50

Moderator, Per Strömbeck

E-sports are highly popular, the biggest events have a bigger audience than Superbowl. However, one of the major problems in esports has always been how to make money, that is how to monetize the audience. By relying heavily on sponsorships, the entire sector has made itself dependent on one primary source of revenue. How will this change in the future?

PARTICIPANTS:



CEO of Black Molly Entertainment, Tomas Lyckedal

Tomas was at DreamHack AB from 2009 to 2021, serving in several leading operational roles and as a Board Member. After resigning from DreamHack, Tomas works as an investor, Board Member, and Head of Business Development at GOALS, FRAME.gl, and Black Molly Entertainment, respectively.



Founder/Owner of SPACE, Per Sundin

Per is Pophouse Entertainment's CEO, including ABBA Voyage, ABBA The Museum, Avicii Experience, Mamma Mia the Party, Space, and Perfect Day. Previously, he was 11 years at Universal Music as President of Universal Music Nordic. In addition, he has ten years as Managing Director at Sony Music before that.



Head of Sales at M.O.B.A Network, Peter Carlstedt

Peter has been the Head of Sales at M.O.B.A Network since May 2020. Before that, he held positions as Business Director, Country Manager, and Sales Manager at several companies. Before that, he spent 14 years at MTG, four years as a Key Account Manager, and the last ten years as Sales Team Leader.



Founder and CEO of Challengermode, Robel Efrem

Robel has been the CEO of Challangermode since he founded it in 2014. Before that, he founded and was the CEO of Intellectus between 2011 and 2014.

The rise of the Player-Creator – 15:15-16:20

Games as a toolkit for the players' creativity? Player-created content has always been part of the games culture, but in the last decade it has become a viable commercial opportunity. Minecraft was the trailblazer and today there are a number of companies including Swedish startups active in this space. How can this trend shape the games business?

PARTICIPANTS:



CEO of Hiber, Mikael Yngfors

Michael is one of the Co-founders and the CEO of Hiber. Before that, he worked as a Digital Account Director at Forsman & Bodenfors. In addition, Michael spent four years at Sony Interactive Entertainment Europe, based in London. During his time at Sony, he spent half the time as a Senior Project Manager and the other two years as European Interactive Media Manager.



Co-Founder & CTO of The Gang, Gustav Linde

Gustav is one of the Co-founders of The Gang Sweden and has, since the start in December 2019, operated as CTO. Gustav has been working in the gaming industry for over 15 years and co-founded Arcadelia in 2007 and A Sweet Studio in 2013, where he held operational roles as CEO and CTO.
In addition, before starting The Gang Sweden, Gustav spent over one year as Technical Director at Fatshark AB.



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