STARBREEZE
ENTERTAINMENT

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Starbreeze AB announces changes in group management

Starbreeze AB (publ) announces two changes in the company's management team. As part of further strengthening Starbreeze, the company has appointed André Persson as Chief Marketing Officer (CMO) with responsibility for Starbreeze' publishing operations and product marketing. Hanna Falk, inteirm VP Human Resources, is leaving Starbreeze for an external assignment.

André Persson comes most recently from the role of acting VP Publishing at Starbreeze since 2024, and before that his own consultancy firm Project 369 Group Ltd. André has previously held leading positions at, among others, Sharkmob AB and BANDAI NAMCO Entertainment Europe S.A.S.

"We are very pleased to be able to welcome André permanently to Starbreeze. His long and broad experience from product marketing in the gaming industry will be an important addition to strengthen our organization both for our own titles and those we publish for external developers." says Mats Juhl, acting CEO, Starbreeze.

"I look forward to continuing to develop Starbreeze together with our amazing team. We will continue to promote both creativity and data-driven insight analysis to create the best possible commercial conditions for all our titles", says André Persson, CMO, Starbreeze.

Hanna Falk, acting Human Resources, will leave Starbreeze for an external assignment. Her last day according to the consultancy agreement is June 30, 2024.

After June 30, Starbreeze's group management will consist of Mats Juhl, acting CEO and CFO, Fredrik Malmqvist, VP Studio, Egil Strunke, CSO and André Persson, CMO.

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About Starbreeze
Starbreeze is an independent developer, publisher and distributor of PC and console targeting the global market, with studios in Stockholm, Barcelona, Paris and London. 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. Starbreeze shares are listed on Nasdaq Stockholm under the tickers STAR A and STAR B.

For more information, please visit www.starbreeze.com

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