

**COMING UP:**

**NEW PARENT COMPANY NAME**

# BACKGROUND

Today one of the subsidiaries, THQ Nordic GmbH, shares the same name and brand as the parent company; THQ Nordic AB (publ). This brand mix-up is an issue, both for Public Relations but even more against consumers and the industry.

The Group currently has three wholly owned operative sub-groups: Koch Media/Deep Silver, Coffee Stain and THQ Nordic GmbH – all that will remain unchanged.

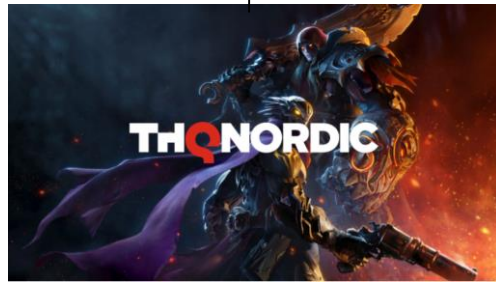
The strategic rationale behind the proposal is to clarify the group structure and strategy with the Parent Company as a holding company.

On that account, the board of directors propose the change of the parent company name to:

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**EMBRACER GROUP AB (publ)**

Today:



THQ Nordic GmbH



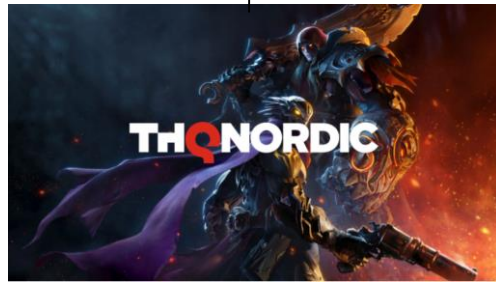
Deep Silver/Koch Media



Coffee Stain

September 17:

**Embracer Group AB  
(publ)**



THQ Nordic GmbH



Deep Silver/Koch Media



Coffee Stain

# SOON WE ARE EMBRACER GROUP

The proposed name change to Embracer Group AB (publ) is subject to approval at the AGM September 17. New website and visual identity will be launched on the same date.

**Q&A**