



# G5 ENTERTAINMENT AB

## The nominating committee's proposal for board of directors in G5 Entertainment AB at the Annual General Meeting 2019

Item 12 on Annual General Meeting of G5 Entertainment AB on May 8, 2019 - Election of the board of directors: The nominating committee proposes re-election of the directors Jeffrey W. Rose, Vladislav Suglobov (also CEO), Petter Nylander and Christopher Carvalho, Stefan Lundborg and Johanna Fagrell Köhler. The nominating committee further proposes that Petter Nylander is re-elected as Chairman of the board.

**Petter Nylander** - Born in 1964, Petter Nylander has Bachelor's Degree in Business Administration from University of Stockholm. In 1994, Petter Nylander joined MTG AB and made it to several senior positions including CEO of TV3 Sweden (Sweden's first commercially financed TV station), CEO TV3 Scandinavia and Vice President MTG Broadcasting Channels. During 2003-2005 he was CEO of OMD Sweden AB (Omnicom Media Group), a global communications services company. During 2005-2010 he served as CEO for Unibet Group Plc, one of Europe's leading online gambling sites. Other experience from gambling sector include: 2000-2003 Director of the Board, Cherry Företagen AB (Later split into Betsson, Net Entertainment and Cherry), 2004-2005 Director of the Board, Ogame e-Solutions AB (Acquired by Bwin), 2006-2011 Director of the Board, European Betting and Gaming Association (EGBA), 2010-2011 Director of the Board, Bingo.com. Currently, Petter Nylander is Chairman of the Board in Besedo Services AB, Chairman of the Board in GiG (Gaming Innovation Group) and Board Director in Sonetel AB and Global CEO of Universum Communications AB.

**Chris Carvalho** – Born 1965. Chris graduated from the University of California, Berkeley, Haas School of Business and also completed an MBA at UCLA's Anderson School of Management. Chris has 20+ years of entertainment and gaming experience and has helped set strategy and enabled disruptive revenue growth as an executive team member at some of the fastest growing (Kabam) and most iconic (Lucasfilm) companies in the world. Chris spent four years at San Francisco-based free-to-play mobile game company Kabam as Chief Operating Officer. During Chris's tenure the company grew from 25 to 700+ employees with offices on three continents and from approximately \$2 million in revenue to \$360 million in revenue. In 2017, Kabam was sold for almost \$1 billion. Before Kabam, Chris spent almost ten years at Lucasfilm where he headed up Business Development for all of the Lucas companies and ran the company's Internet division (StarWars.com). Chris is currently acting as an advisor to a number of companies and is a board member of ROBLOX, one of the world's largest kids and teens gaming destinations

**Johanna Fagrell Köhler** – Born 1966. Johanna has a Master's Degree in Business Administration from the University of Lund. She started out as Business Unit Director at Icon Medialab, one of the leading digital agencies in Scandinavia around the millennial. In 2002 she founded and became CEO over her own design agency, Summer and further the CEO of the marketing group ONE Media, listed at the Swedish equities market place Aktietorget. As shareholder and former CEO of the Mobiento Group, the leading mobile marketing group in Scandinavia she has played a key role in the company's success and winning the Cannes Lions, MMA, Red Herring top 100 to name a few. Today, Johanna is the CEO

of Creuna, the leading digital agency in Sweden with offices in Stockholm and Gothenburg. She also has board assignments in companies such as S-Group and FSport AB among others.

**Stefan Lundborg** – Born 1965. Stefan started as an entrepreneur and built an in-depth knowledge in running and managing companies which continued into his advisory roles. Stefan is currently Director of the Board of Kindred Group plc and LOX Container Technology AB. Stefan is also Chairman of the Board of Note Design Studio AB.

**Jeffrey W. Rose** – Born 1962. Jeffrey is an attorney specializing in intellectual property licensing, development, publishing, and strategy. For more than twenty-five years, Jeffrey has served clients in the interactive entertainment, film, television, new media, and technology industries, providing counsel on a wide spectrum of successful projects. His practice is based in Southern California and serves clients worldwide. Jeffrey served from 2011 to 2013 on the board of Web Wise Kids, a non-profit organization that seeks to educate kids, parents and the community on how to make safe and wise choices in a technologically evolving world. He received an A.B., magna cum laude, from Duke University in 1984 and a J.D. from the UCLA School of Law in 1987.

**Vlad Suglobov** (CEO, Co-Founder) – Born 1977. Vlad is a games industry veteran of more than 24 years. In 1995 during his freshman year, he started his career as employee #14 at Nikita Ltd. (now Nikita Online), one of Russia's first game development companies. In 2000, Vlad graduated from Moscow State University with the M.Sc. in Mathematics and Programming, and spent the next year working as a software engineer on the Moscow team of the US-funded "Voxster". In 2001 Vlad and colleagues co-founded G5 to develop PC and mobile games. While being CEO from the company's inception, Vlad continued to write game engine code until 2003 after which he focused entirely on the business. In 2008 the iPhone was released, and it created a new opportunity for the company. Finishing up large publisher contracts, G5 wanted to bring its own games to the promising platform and in February 2009, the company's first iPhone game "Supermarket Mania" was launched, quickly becoming the company's biggest financial success to date. Anticipating the revolution that the iPhone was bringing to the industry, Vlad started G5's publishing operation and set out to license popular PC hidden object games to bring them to the new generation of mobile devices. In 2011 Vlad moved from Moscow to San Francisco to establish G5's marketing operations in the USA, the company's largest market. Since 2013, when free-to-play (F2P) games started quickly gaining prominence on mobile, Vlad has steered G5 to focus on this business model with an emphasis on quality and a smaller number of new releases. Today, Vlad continues to be deeply involved in the company's strategy, marketing and product development.