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Amplifier Game Invest forms a new US games studio - Zapper Games

Amplifier Game Invest, a subsidiary of Embracer Group, extends its network of game studios in North America by forming a new company in Raleigh, North Carolina, together with Josh Mills, Abey Miranda and Mike Tata, seasoned developers with a combined experience of over 40 years in the games industry. The new studio is based on a pioneering investment model, where Amplifier Game Invest establishes and funds the company, provides a wide range of development support, while the top tier talent, backed by solid financial incentives, drives the creative vision of the studio.

"We look for teams who combine solid business and production skills with great game design capabilities and a long term vision for a sustainable and successful game studio. With Josh, Abey and Mike, we have found an extraordinary core team to form Zapper Games around", says Per-Arne Lundberg, CEO of Amplifier Game Invest.

Zapper Games will have a headquarters in Raleigh, North Carolina, the leading center for game development on the US east coast. The team will expand the studio with new hires over the coming months and leverage their long experience in PC and Console games to design and build their own game IPs in a sustainable and inclusive environment.

"For the longest time, we have been wanting to create a studio where we can provide a talented team with the opportunity to do their best work in a positive and encouraging atmosphere. With the support of Amplifier Game Invest, we can now start building our studio, with all the creative freedom and financial support we could wish for", says Josh Mills, CEO of Zapper Games

Zapper Games becomes a fully owned subsidiary of Amplifier Game Invest AB, joining the ranks of 14 other game development companies already part of the Amplifier group. Amplifier Game Invest is one of the eight operative groups within Embracer Group.

For more information, please contact:

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About Amplifier Game Invest:

Amplifier Game Invest, based in Stockholm, Sweden, seeks and invests internationally in the most talented companies in the gaming industry. The goal is, through the addition of expertise and experience in game development, to strengthen the companies and create more successful games in the long term. Amplifier Game Invest currently has active operations in companies in Sweden, Denmark, Norway, Italy, Austria, Spain, UK and the US. Amplifier Game Invest is a wholly owned subsidiary of Embracer Group AB.