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Amplifier Game Invest starts new game studio Infinite Mana Games

Amplifier Game Invest, a subsidiary of Embracer Group, starts up Infinite Mana Games, a newly formed game studio in Malmö, Sweden. Led by game development veterans Nicklas Cederström, Ernst ten Bosch and Gustav Ralmark, Infinite Mana Games seeks to become an inclusive and sustainable mid-sized game studio, with a team that brings decades of expertise from leading creative teams at large game companies.

“When we find extraordinary developers like these, whose values align very strongly with ours, who have a similar view on the long term perspective and who are going the extra mile to develop new, exciting game genres, we are thrilled and excited to support them in making their vision become reality. Forming Infinite Mana Games with a solid team like this, is a perfect example of how our investment strategies enable and empower experienced teams”, says Per-Arne Lundberg, CEO of Amplifier Game Invest.

Infinite Mana Games is committed to establishing a new form of competitive adventure game genre, where players can challenge each other in co-op or single player game rounds in premium game titles for the PC and Console markets. Bringing together design and production know-how from hugely successful franchises, the team plans to create memorable new and competitive experiences with strong replayability values.

“With the experience we’ve garnered over the years, both good and bad, we’re confident we can not only craft games that will be enjoyed by millions, but also build a studio that will stand the test of time by being a focussed, diverse and steadfast game development forge. We are humbled by the trust that Amplifier has placed in us, and we look forward eagerly to the partnership and collaboration with the Embracer family”, says Ernst ten Bosch, CEO of Infinite Mana Games.

Infinite Mana Games becomes a wholly owned subsidiary of Amplifier Game Invest AB, joining the ranks of 18 other game development companies already part of the Amplifier group. Amplifier Game Invest is one of the ten operative groups within Embracer Group.

For more information, please contact:

Per-Arne Lundberg, CEO, Amplifier Game Invest
Telephone: +46705660555
E-mail: per-arne.lundberg@amplifiergameinvest.com

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, Canada and the US. Amplifier Game Invest is a wholly owned subsidiary of Embracer Group AB.