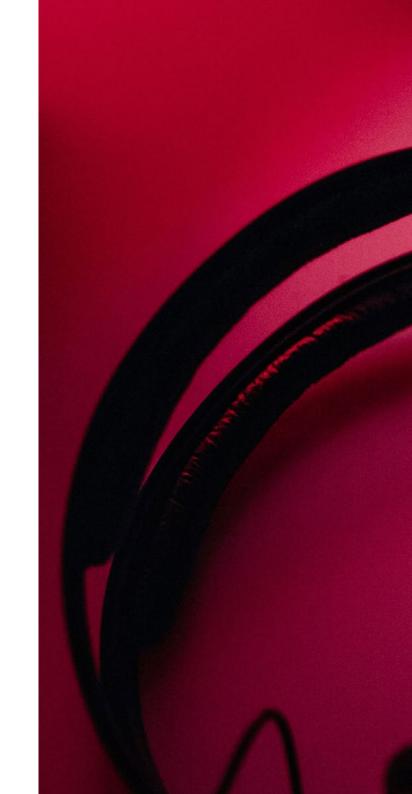
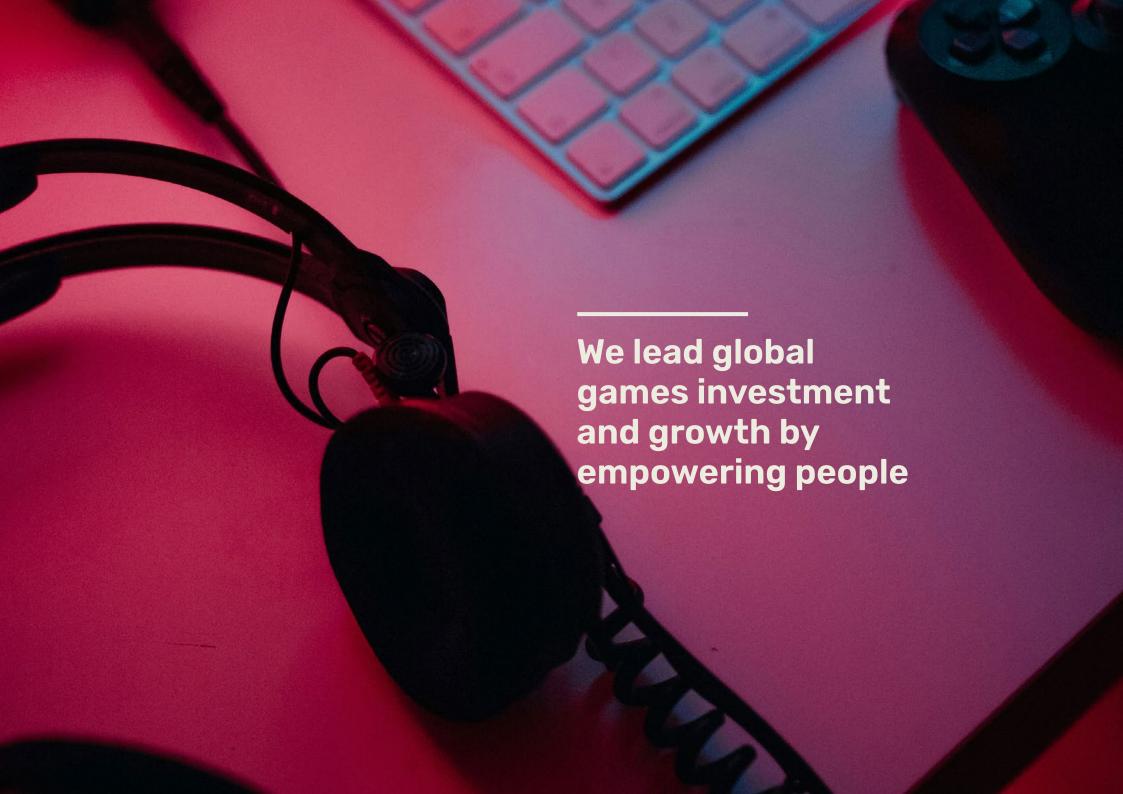
ANNUAL REPORT







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It brings me great pleasure to present Savvy Games Group's second annual report.

In 2024, Savvy achieved major progress against the mandate set out by His Royal Highness Crown Prince Mohammed bin Salman in 2022.

We further consolidated our position as a fast-emerging leader in the global games and esports sector and successfully embedded our international business units into our long-term strategy. This enabled us to support them in aligning their global operations with our ambition to accelerate the Kingdom's domestic ecosystem.

I'm delighted to say that this approach has already borne fruit. In May, we announced the establishment of ESL FACEIT Group (EFG)'s operational hub in Riyadh, followed in November with the creation of Mirai, a Scopely company. Both teams have expanded rapidly, creating dozens of new technical jobs for the sector and laying the foundations for further growth.

2024 also saw the signing of strategic partnerships with industry leaders Niantic and Xsolla, fostering collaborations that will enhance game development and publishing capabilities within Saudi Arabia and provide new opportunities for junior talent taking their first steps into the industry.

Another key milestone was the inaugural Esports World Cup which took place in Riyadh and was operated by EFG. The event convened 1,500 pro players from 100 countries in the capital city and attracted two million on-site visitors, and 500 million viewers.

Not only did this reaffirm Saudi Arabia's position as the nexus of the world's fastest growing sport, but it also drew positive feedback from the wider community for further elevating esports on the global stage.

These landmark moments demonstrate our continued commitment to delivering on the goals of the National Games and Esports Strategy (NGES) and underline the potential being unlocked across the whole games and esports value chain. From young entrepreneurs and game developers to major game publishers and international investors, new opportunities are being created every day as Vision 2030 is delivered.

I believe that even greater opportunities await Savvy in 2025, both in domestic and international markets, to build on shared values, foster increased cooperation, and better serve and grow the global community of more than three billion gamers and esports enthusiasts. Ultimately, this is what Savvy seeks to be – a global leader who convenes, connects the dots, and facilitates outcomes for the betterment of our community, both in the Kingdom of Saudi Arabia and worldwide.

I would conclude by paying tribute, on behalf of the whole Savvy team, to the national leadership of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud, and to our Chairman, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of Saudi Arabia, who is leading the vision that we all aspire to achieve for our company, our sector, and our nation.

HRH Prince Faisal bin Bandar bin Sultan Al Saud Vice Chairman of Savvy Games Group



2024 was another hugely successful year for Savvy Games Group.

Over the last 12 months, we recorded strong financial performance, exceeding our targets for the year. Our results reflect the strength of our portfolio and the return on our investments in high-performing business units: Scopely and ESL FACEIT Group (EFG).

When it comes to progress against our strategy, there has been one core theme that has run throughout all our operations: impact. This has been apparent across each of our strategic pillars – game development and publishing, esports, and KSA ecosystem development – with our teams in Saudi Arabia and around the world consistently delivering excellent products, experiences and opportunities for the global games community.

The momentum continued as we further established ourselves as a cross-platform, multi-franchise live service leader. Savvy ended the year as the #8 games publisher globally, in terms of net revenue, ranking higher than several well known industry giants.

The key driver of this success was Scopely, whose acclaimed games portfolio and best-in-class live service operations were recognized by TIME Magazine in their 100 Most Influential Companies awards.

In 2024, they solidified their market leadership with a demonstrable ability to create and sustain successful franchises. The blockbuster title, MONOPOLY GO!, continued its unprecedented trajectory, surpassing \$3 billion in gross revenue since its launch in 2023, being named Game of the Year by Pocket Gamer, reflecting its status as one of the most celebrated titles in mobile games today.

Beyond mobile, Scopely continued to expand its cross-platform capabilities, innovating to bring its rich games experiences to a broader audience. The company successfully launched Stumble Guys on console, marking an important step in its strategy to deliver immersive entertainment for players worldwide.

Scopely was also the second-highest grossing mobile games publisher in 2024, having reached historic milestones, marking \$10 billion in lifetime revenue, with 15 billion hours of playtime and more than 1 billion downloads worldwide.

In our second pillar – esports, Savvy, through EFG, reinforced its position as the global leader in esports, accounting for approximately 40% of the market.

EFG continued to operate some of the world's most prestigious tournaments, including Intel Extreme Masters Counter-Strike 2 and DreamLeague Dota 2, which together saw a combined peak viewership of over 5.3 million people compared to 2.4 million in 2023. The year also marked a historic milestone for EFG as they operated the first-ever Esports World Cup in support of the Esports World Cup Foundation; an unprecedented eight-week event that set new engagement and viewership records.

Innovation has been central to EFG's success, and in 2024, the company launched FACEIT 2.0, the most advanced iteration of its digital competitive games platform. The new platform introduced enhanced community features, enabling deeper engagement for players, teams, and brands while providing new pathways for grassroots talent to rise through the ranks.

EFG also expanded its production capabilities with the launch of a state-ofthe-art broadcast hub in Riyadh, ensuring the Kingdom remains at the center of global esports content creation and distribution. This was complemented by an ambitious marketing campaign aimed at increasing awareness of esports and driving participation on a broader scale.

We firmly believe in esports' potential to be the next global sport and, thanks to the tireless efforts of the EFG team, we are delighted to be playing a central role in its evolution and expansion worldwide. Savvy also holds a significant investment in Asia's largest esports company Hero Esports (formerly known as VSPO), who in 2024 announced a major multi-title esports tournament, the Asian Champions League, further solidifying their status as a market leader in the region.

In 2024, Savvy also delivered on our third pillar - supporting the growth of the Saudi games ecosystem. As the National Champion for Games and Esports, we helped our business units establish their presence in the Kingdom, hiring local talent and putting plans in place to expand and accelerate recruitment.

Savvy also signed Memoranda of Understanding with Niantic, the makers of Pokémon GO, and Xsolla, a prominent video games tech company, to collaborate on a range of initiatives that will support the domestic games industry's growth.

These partnerships are the direct result of the behind-the-scenes work our team conducts every day to attract new businesses from around the world and play a role in shaping the next chapter of this dynamic and rapidly growing sector.

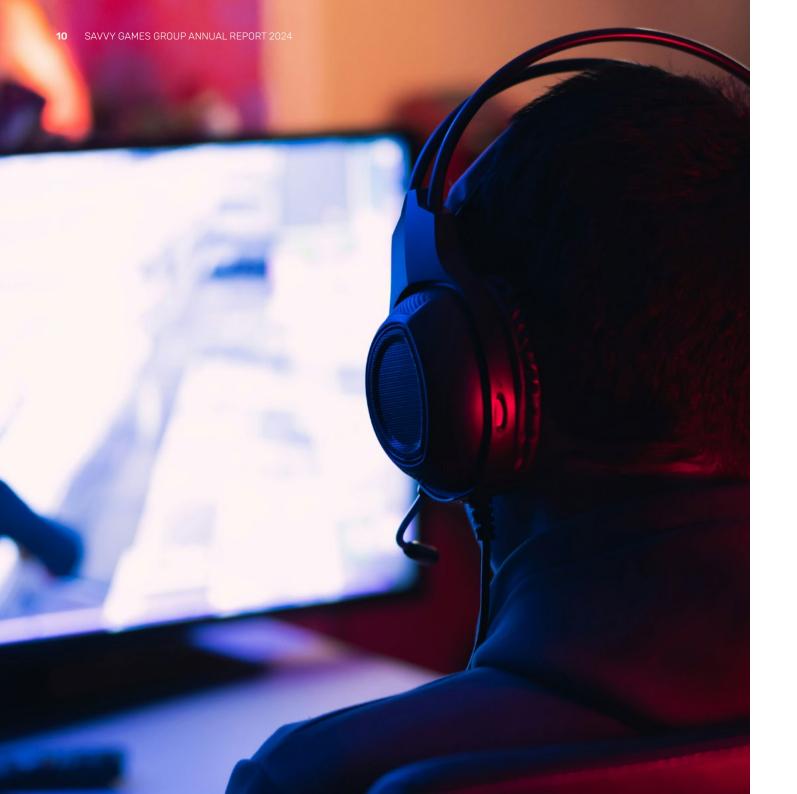
Beyond partnerships, Steer Studios, our Saudi-based game development company, reached a major milestone in 2024 with the release of its first title, Grunt Rush, and saw the graduation of the second class of its ELITE Internship Program, an initiative designed to cultivate the next generation of Saudi game developers, providing them with hands-on training and mentorship from industry experts.

As we scale further in 2025, our focus remains on driving sustainable growth, unlocking new opportunities, and continuing to enhance the games and esports experience for players and communities worldwide.

The progress outlined in this report reflects the dedication of our team, and I would like to extend my sincere gratitude to PIF, our Board, and the entire Savvy team for their commitment to our mission and for making 2024 another exceptional year.

I would also like to express particular gratitude to the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud, and to His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of Saudi Arabia, whose leadership continues to inspire our work and whose vision for the sector is enabling Saudi Arabia to play a leading role in the global games and esports industry.

Brian Ward CEO of Savvy Games Group



01:

Leading Mobile Publisher in the U.S.

Savvy emerged as the leading mobile publisher in any category by revenue in the U.S., surpassing giants such as Google & TikTok, and games stalwarts such as Activision Blizzard and Take Two.

Stumble Guvs' Console Debut

Scopely expanded its popular party game, Stumble Guys, beyond mobile platforms with its console debut on January 23, 2024, launching on Xbox One and Xbox Series X/S. This expansion continued with releases on PlayStation 4 and PlayStation 5 in May, and on Nintendo Switch in August, broadening the game's reach and accessibility.

Executive Appointments

Savvy strengthened its Executive Leadership Team with the appointment of Amr Sager as Chief of Staff, where he leads on execution and transformation efforts, uniting teams across the business to drive Savvy's strategy.

02:

Scopely named to 2024 TIME100 Most Influential Companies In the World list

The TIME100 Most Influential Companies In the World highlights 100 companies making an extraordinary impact around the globe. Scopely was selected alongside some of the world's most impactful brands including Airbnb, Reddit, Amazon, Google, Pinterest, Intel, Microsoft, and more. Scopely was one of just two game companies, alongside Epic Games, to be recognized - underscoring how games is one of the most impactful forms of entertainment shaping today's culture and bringing communities together.

Savvy Recognition at the MENA Games Industry Awards

Savvy Games Group was named Investor of the Year at the MENA Games Industry Awards in Dubai, recognizing its role in shaping the region's games and esports sector.

Establishment of EFG's Operational Hub in Riyadh

To enhance esports development in Saudi Arabia, Savvy opened ESL FACEIT Group's (EFG) operational hub in Riyadh. This major milestone is set to strengthen local esports operations and create new technical jobs, reinforcing Saudi Arabia's position as a global esports powerhouse.

Steer Studios' First Mobile Game Soft Launch

Steer Studios, Savvy's Saudi-based game development arm, successfully soft-launched its debut title, Grunt Rush. This milestone was driven by the integration of over 60% new talent, many embarking on their first experience in game development.

Q3:

Inaugural Esports World Cup in Riyadh

Savvy, through EFG, operated the first-ever Esports World Cup (EWC) in Riyadh – an unprecedented eight-week event that attracted over 1,500 professional players from 100 countries. Key tournaments featured worldwide titles such as Mobile Legends Bang Bang (31.7M hours watched), Dota 2 (26.3M hours watched), League of Legends (12.5M hours watched), and CS2 (10.3M+ hours watched). The event drew an unmatched 2.6 million on-site visitors and generated over 500 million global views, solidifying Saudi Arabia's position as a global leader in esports.

Partnerships with Niantic and Xsolla

Savvy signed Memoranda of Understanding with Niantic and Xsolla to accelerate localization, game development and publishing in Saudi Arabia. Niantic's partnership, focused on expanding location-based games and hosting live Pokémon GO events in the MENA-3 region. The MoU with Xsolla is aimed at establishing the Xsolla Game Development Academy in Saudi Arabia, to drive training for game developers.

Scopely Expands into Saudi Arabia and Wins Multiple Awards

Scopely expanded into Saudi Arabia with the establishment of Mirai, a new entity in Riyadh, designed to accelerate the company's growth in MENA and deepen its integration into the Kingdom's games ecosystem. Scopely also won six awards in July and August, including Publisher of the Year, Game of the Year and Best Live Ops at the PocketGamer.biz Awards.

Savvy CEO Joins Embracer Board

In September, Savvy CEO Brian Ward was elected to the Board of Embracer Group AB to further work on restructuring the company and achieving long-term stability.

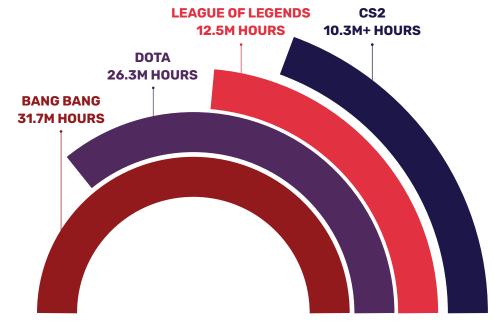
Q4:

Launch of FACEIT 2.0

EFG launched FACEIT 2.0, the most advanced version of its digital competitive gaming platform to date. This new iteration introduced enhanced community engagement tools, providing new pathways for grassroots talent and expanding opportunities for players, teams, and brands.

Steer Studios' Second Mobile Game Soft Launch

TOP ESPORTS WORLD CUP TITLES (BY HOURS WATCHED)



Source: EWCF and EFG statistics









Saudi Arabia's rapid development as a global hub for games and esports continues to gain momentum. With a predominantly young and tech-savvy population, the Kingdom has become a focal point for the industry.

Recent data¹ indicates that Saudi Arabia's games market generated approximately \$1.19 billion in revenue in 2024, with projections to reach \$1.64 billion by 2028, reflecting a compound annual growth rate (CAGR) of 8.2%. This growth is being driven by strong performance across all game segments, with 2023-2028 CAGRs estimated to be 8.27% for console, 7.29% for mobile, and 4.01% for PC.²

The broader region also showcases significant growth. MENA video games revenue is expected to grow at a 3-year CAGR of 7.3% from 2024-2027. It reached revenues of \$5.62 billion in 2024 and is projected to grow to \$6.94 billion by 2027.³ Saudi Arabia is the driving force behind this growth, not only leading MENA but also holding the highest games revenue in the region, with total game revenues of \$1.19 billion in 2024¹ and over 25.81 million gamers.³

Central to this growth is the National Gaming and Esports Strategy (NGES), aligned with Saudi Vision 2030. The NGES aims to harness the creativity and energy of the Saudi population to propel the sector forward. By 2030, games and esports is targeted to generate approximately \$13.3 billion (SAR 50 billion) to the Kingdom's GDP and generate nearly 39,000 jobs.⁴

A major milestone in 2024 was the inaugural Esports World Cup held in Riyadh from July 3 to August 25. Organized by the Esports World Cup Foundation and operated by Savvy's business unit ESL FACEIT Group (EFG), featured 1,500 esports athletes competing across 23 events in 22 different video game titles. With a total prize pool of over \$60 million, the tournament reinforced Saudi Arabia's commitment to establishing itself as a premier destination for global esports events.

As the games sector in Saudi Arabia continues its rapid expansion, we remain dedicated to positioning the Kingdom at the forefront of the global games industry.

Central to this growth is the National Gaming and Esports Strategy (NGES), aligned with Saudi Vision 2030.

¹ Source: Niko Partners 2024 Saudi Arabia Games Market Model Report (May 2024) 2 Estimations for 2024 – Source: Niko Partners 2024 Saudi Arabia Games Market Model Report (May 2024)

³ Source: Newzoo 2024 Global Games Market Report (2025) ⁴ Source: Saudi Arabia National Gaming and Esports Strategy

SAUDI ARABIA'S GAMES MARKET REVENUES AND PROJECTIONS



MENA GAMES MARKET REVENUES AND PROJECTIONS







The global games and esports industry has cemented itself as the fastest-growing sector in entertainment, with its projected growth rate from 2023 to 2028 surpassing that of film, live sports, and music and radio.⁵

In 2024, the sector was projected to generate over \$187 billion, representing +2.1% year-on-year growth, illustrating its scale and adaptability. The sector's universal appeal and rapid evolution have positioned it as the leading driver of innovation and audience engagement across the entertainment landscape.

Mobile continues to lead the charge, accounting for 49% of global revenue, followed by console (28%) and PC (23%). The widespread adoption of smartphones underpins this growth, driving innovations in monetization models such as in-app purchases and increasing accessibility in emerging markets. With over 2.85 billion players worldwide as of 2024, mobile games have brought unprecedented diversity to the sector.⁷ In particular, the Asia-Pacific region has maintained its dominance, contributing over half of all global games revenue.

Esports has emerged as one of the industry's most dynamic and fastest-growing segments. Revenues in esports are expected to reach \$1.9 billion by 2025, with a global audience exceeding 640 million.⁸ Competitive games events like the Esports World Cup and EFG's Intel Extreme Masters have redefined live entertainment with record-breaking prize pools and unprecedented fan engagement. These events attract a young, digitally savvy audience, providing brands and sponsors with valuable opportunities to connect with their target demographics.

Live services have also become integral to the industry's sustained growth. From regular in-game updates to special events and ongoing monetization opportunities, live services keep players engaged and extend the lifecycle of games. They have become particularly impactful within mobile games, where their flexibility allows developers to adapt to the preferences of a global player base.

Despite the sector's resilience, 2024 was not without its challenges. Following a decade of rapid growth between 2011 and 2021, the industry has entered a more complex and competitive phase. Casual player engagement declined post-pandemic, while investor interest and venture capital funding cooled. Sadly, there were also record back-to-back layoffs through 2022 and 2023, with a record 14,800 job losses in 2024.9

Market saturation and shifting player behaviours also presented hurdles. With development costs rising and discovery becoming more difficult, many new titles struggled to find audiences in an environment dominated by longstanding franchises. In 2023, just 6.5% of console and PC playtime was spent on newly released games. While live services and legacy titles continue to thrive, studios are under pressure to balance innovation with efficiency, particularly as attention spans shrink and margins tighten. These dynamics underscore the need for strategic investment, better monetization models, and renewed focus on global growth opportunities.

Yet, there are clear reasons for optimism. A new wave of studios and original IPs are gaining traction, while advances in AI, user-generated content, and cloud games are opening up novel ways to create, distribute, and monetise games. Regulatory shifts around app stores may also lead to improved margins for developers. Moreover, the rise of AAA mobile games, expanding handheld platforms, and the anticipated launch of major titles the potential to reignite consumer interest and reset pricing expectations across the industry.

⁶ Source: Newzoo 2024 Global Games Market Report (August 2024) 7 Estimations for 2024 – Source: Niko Partners 2024 Saudi Arabia Games Market Model Report (May 2024)

⁸ Source: Statista Market Insights (2024) 9 Source: Epyllion The State of Gaming in 2025 Report (January 2025)

GAMES

2024 SECTOR REVENUE PROJECTION

\$187B

PLAYERS WORLDWIDE AS 0F 2024

+2.85B

MOBILE CONTINUES TO LEAD THE CHARGE, ACCOUNTING FOR

ESPORTS

2024 ESPORTS REVENUE PROJECTION

\$1.9B

A GLOBAL AUDIENCE EXCEEDING

640_M





CAMP STARP STARP

GENERAL INFORMATION:

Saudi Electronic Gaming Holding Company (the "Company") together with its subsidiaries (the "Group", "Savvy Games Group" or "SGG"), is a closed joint stock company registered in Riyadh, Kingdom of Saudi Arabia ("KSA") under commercial registration number 1010758131 on 12 Rabi Al-Thani 1443H corresponding to 17 November 2021. The Company is a wholly owned subsidiary of the Public Investment Fund ("PIF", or "Parent" or "ultimate parent").

WHO WE ARE:

Our strategic vision is centered on achieving leadership status in the games industry by 2030.

To achieve this, Savvy, backed by our shareholder, the PIF, is committed to driving long-term growth and innovation in the games and esports industry through strategic acquisitions, investments, and business ventures. By continuously expanding our portfolio and nurturing emerging opportunities, we aim to shape the future of games on a global scale.

We are dedicated to leveraging the positive influence of games to create diverse opportunities for participation and progression. Our focus extends beyond traditional boundaries, aiming to empower individuals of all backgrounds across gender, geography, means and ability, fostering a more inclusive games community. We prioritize collaboration and partnership as essential components of our growth strategy. By empowering our partners and stakeholders, we aim to foster mutually beneficial relationships that drive innovation, creativity, and collective success within the games and esports ecosystem.

Savvy exists to: Lead global games and esports growth by empowering people.

Savvy's strategy is built on three core pillars. They are:

1. Publishing & Development

Through our business units focused on game development, Scopely and Steer Studios, we strive to create fun, innovative games across all platforms around the world. We are committed to delivering high-quality games experiences that captivate and inspire players worldwide, setting new standards for innovation and entertainment.

2. Esports & Community

With the world's leading esports entity EFG in our portfolio, we seek to facilitate the positive growth of the global esports sector by enhancing the product offerings to end users. Beyond play, we strive to cultivate vibrant digital communities that extend beyond play, encompassing esports, content creation and social experiences. By fostering inclusive and engaging environments, we aim to strengthen our connection with gamers and enhance their overall experience.

3. Saudi Ecosystem Development

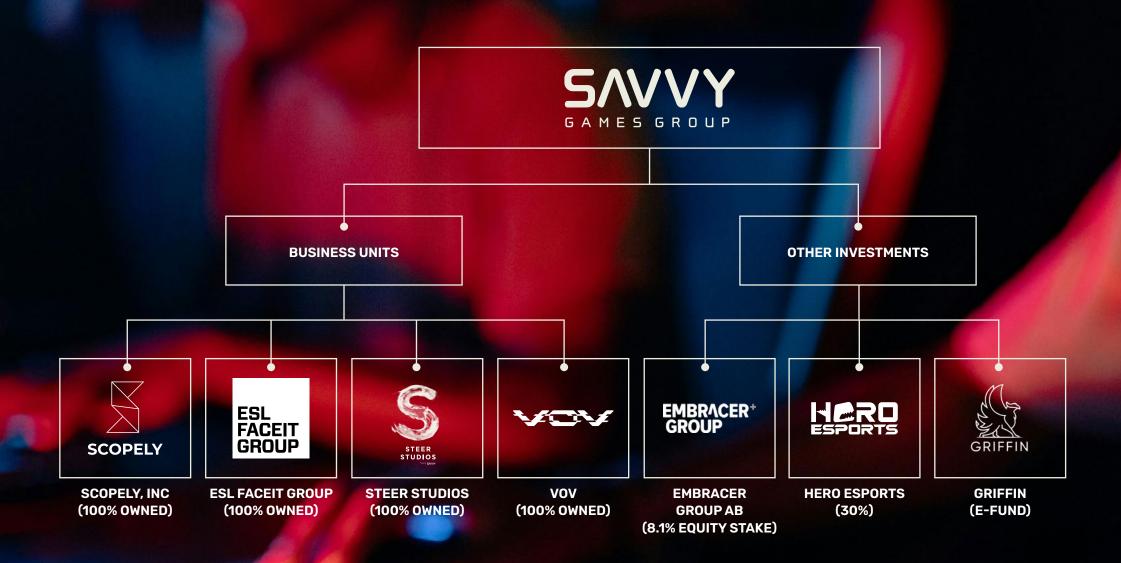
In Saudi Arabia, we are dedicated to building a robust games ecosystem, driving innovation and opportunity within the region. Through strategic investments and initiatives, we aim to position Saudi Arabia as a global hub for game development and esports, unlocking new avenues for growth and collaboration.



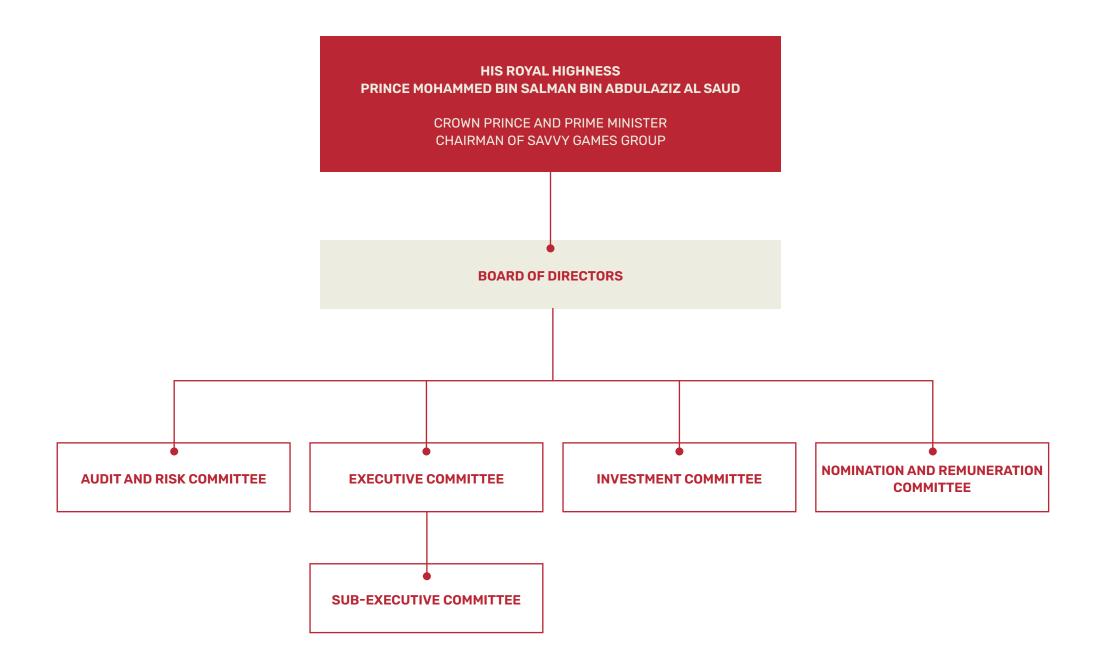
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Through our investments and partnerships, Savvy continues to strengthen its position as a leader in the games industry, driving innovation, growth, and value creation across the global ecosystem.









BOARD OF DIRECTORS

The stewardship of the company is overseen by the Board of Directors, comprising eight (8) members appointed by the General Assembly of Shareholders. Subject to the terms of reference set forth for the General Assembly, the Board shall have the widest power in managing the Company and directing its activities in line with the Company's objectives.

The Board is tasked with various pivotal responsibilities, which encompass:

- Devising and monitoring the execution of the plans, policies, strategies, and main objectives of the Company.
- Setting out and generally overseeing internal control rules and procedures.
- Reporting to the shareholder and submitting quarterly reports detailing the results achieved by Company.
- Setting standards for the performance of the Executive Management in line with the objectives and strategies of the Company.
- Determining the types of remuneration paid to the Company's employees.



HIS ROYAL HIGHNESS PRINCE MOHAMMED BIN SALMAN BIN ABDULAZIZ AL SAUD

Crown Prince
Prime Minister
Chairman of the Council of Economic and Development Affairs
Chairman of the Public Investment Fund
Chairman of Savvy Games Group

"Savvy Games Group is one part of our ambitious strategy aiming to make Saudi Arabia the ultimate global hub for the games and esports sector by 2030. We are harnessing the untapped potential across the esports and games sector to diversify our economy, drive innovation in the sector and further scale the entertainment and esports competition offerings across the Kingdom."



HIS ROYAL HIGHNESS
PRINCE FAISAL BIN BANDAR
BIN SULTAN AL SAUD
Board Member

His Royal Highness serves as Vice Chairman of Savvy Games Group. He has served as Chairman of the Saudi Esports Federation (SEF) and the Arab Esports Federation; positions he has held since their founding in 2017. He is also the President of the International Esports Federation (IESF). His Royal Highness received a bachelor's degree in telecommunications from Baylor University, Texas in 2003.



HIS EXCELLENCY
ENG. ABDULLAH ALSWAHA
Board Member

His Excellency is a non-executive board member of the Savvy Games Group. He was appointed as Minister of Communications and Information Technology (MCIT) in April 2017. Prior to this, he was the Chief Digital Officer of the Kingdom of Saudi Arabia in charge of leading key digitization efforts across the public sector, including the creation of a national digital identity scheme, promoting open data and driving digital entrepreneurship. Before His Excellency joined the Vision 2030 team, he was the Chief Executive Officer of Cisco Saudi Arabia. Under his leadership, the company consolidated its position as the leading digitization partner in Saudi Arabia and the surrounding region. He also founded Ubieva, a social entrepreneurship incubator, that went on to launch the first mobile health app in the Middle East. In addition to his role as Minister of Communications and Information Technology, His Excellency chairs the Communications, Space & Technology Commission, the Digital Government Authority, King Abdulaziz City for Science and Technology (KACST), the Saudi Space Agency and the Research Development and Innovation Authority. His Excellency holds bachelor's degrees in electrical engineering from King Fahd University of Petroleum and Minerals (KFUPM) and computer science from the University of Washington and attended the Executive Education Program at Harvard Business School.



HIS EXCELLENCY
YASIR BIN OTHMAN AL-RUMAYYAN
Board Member

His Excellency is a non-executive board member of Savvy Games Group. He is the Governor of PIF of Saudi Arabia, having been appointed as such since 2019, and served as the Managing Director from 2015 to 2019. He leads all areas of operation of the sovereign wealth fund, which sits at the heart of Saudi Arabia's Vision 2030 and economic transformation strategy. He holds key positions on the boards of some of the world's most influential companies and organizations, most notably as Chairman of Saudi Aramco, one of the world's most valuable listed companies, a position he has held since September 2019. His Excellency also holds the position of Chairman of Ma'aden, the Future Investment Initiative Institute, LIV Golf Investments LTD, Newcastle United Football Club, and Riyadh Air. He is also a board member of Reliance Industries, among others. His Excellency holds a degree in Accounting from King Faisal University in Saudi Arabia and has completed the Harvard Business School's General Management Program.



HIS EXCELLENCY DR. FAHAD TOONSI Board Member

His Excellency Dr. Fahad Toonsi is a non-executive member of the board of Savvy Games Group. His Excellency works as an advisor to the Royal Court focused on key strategic initiatives for the Kingdom's groundbreaking socioeconomic transformation program, Vision 2030. In addition, he plays a pivotal role in supervision and consulting on the establishment and execution of key initiatives and projects assigned by the leadership, across multiple sectors for the Kingdom. Prior to his work in government, His Excellency worked for a global advisory consultancy, managing a number of engagements focused on restructuring entities, corporate governance, and internal controls for organizations in the private and banking sectors. He holds a bachelor's degree in production engineering and mechanical systems design from King Abdulaziz University, as well as a master's degree in international business management from Birkbeck College, University of London, and a doctorate (PhD) in Financial Economics from Kings College, London.



YAZEED ABDULRAHMAN AL-HUMEID Board Member

Yazeed Al-Humeid is a non-executive board member of Savvy Games Group and currently serves as the Deputy Governor and Head of MENA Investments at the Public Investment Fund (PIF). In addition to his responsibilities as a Deputy Governor, as the MENA Investments Head, he is responsible for managing two key investment pools: Saudi Equity Holdings and Saudi Sector Development. Both these pools have the highest concentration of assets under management. In addition, he also looks after attracting international strategic partners to invest in Saudi to localize cutting edge technologies, as well as enable effective execution of PIF's role as a driver of the Kingdom's economy. Mr. Al-Humied holds a bachelor's degree in accounting from the King Saud University, along with executive management certificates from several top tier international academic institutes such as Harvard University and London Business School.



ABDULLAH ALABDULJABBAR Board Member

Abdullah Alabduljabbar is a non-executive board member of Savvy Games Group and currently serves as the Chief Executive Officer and a board member at Sanabil Investments. He joined Sanabil in 2019 after serving as CEO of SADA Investments from 2015 to 2019. Prior to this, he was Head of Strategy and Planning at Bank Albilad. He is the Chairman of SNB Capital and Performance 54 Group and sits on the boards of Acwa Power, Richard Attias & Associates Company, Al Hilal Club Company, Major Food Group, and Riyadh Real Estate Company. Mr. Alabduljabbar earned his bachelor's degree in economics from California State University-Hayward in 1998.



SAMI AL-BASHIR
Board Member

Sami Al-Bashir is a non-executive member of the board of Savvy Games Group, a member of the Investment Advisory Board of the Fondaco Group and a board member of Isometry Capital. He is the founder of SFA Partners, a consulting company based in the United Kingdom. Previously, Mr. Al-Bashir worked as Head of Investment Strategies at Hassana Investment Company. He was also a member of the Board of Directors of Goldman Sachs Saudi Arabia. He holds a bachelor's degree in civil engineering from Vanderbilt University, an MBA from Georgetown University, and is a certified financial analyst.



BANDER BIN MOGREN
Board Secretary

Bander Bin Mogren joined PIF as the Chief Operating Officer in 2016, where he leads the development of PIF's shared services function as well as the strategic transformation of Information Technology systems and infrastructure. Mr. Mogren represents PIF on several portfolio company boards and board committees, including being the Chairman of SURJ Sports Investment Company and being a board member of KAFD Development Company and the Chairman of its Nomination and Remuneration Committee. He is also a board member of both Gulf International Bank (GIB) Saudi Arabia and Bahrain and a member of its Nomination and Remuneration Committees. He is a board member with the Professional Fighters League. Mr. Mogren serves on the Nomination and Renumeration committees of several PIF portfolio companies, including NEOM, Qiddiya Investment Company, ROSHN, Newcastle United FC, Savvy Games Group, Riyadh Air, Saudi Tadawul Group, the Royal Court Decision Support Centre, and other companies. Mr. Mogren holds a double major bachelor's degree in human resources and business administration from Eastern Washington State.

The Board operates through four Committees as given below:

- The Executive Committee
- The Nomination and Remuneration Committee
- The Audit & Risk Committee
- The Investment Committee

EXECUTIVE COMMITTEE

The Committee comprises eight (8) members.

The Committee is responsible for:

- Setting standards for the performance of Executive Management in line with the Company's investment objectives and strategy.
- Endorsing and evaluating Key Performance Indicators (KPIs) related to the performance of the Executive Management.
- Recommending the organizational structures for the Company and Executive Management.
- Endorsing any other proposal submitted to the Board for approval that falls within the scope of authority of the Committee.



HIS ROYAL HIGHNESS
PRINCE FAISAL BIN BANDAR
BIN SULTAN AL SAUD

Chairman of the Committee



YAZEED AL-HUMIED Non-Executive Member



TURKI AL-NOWAISER Non-Executive Member



RAID ISMAIL Non-Executive Member



SAMI AL-BASHIR Independent Member



TURKI AL-FAWZAN Non-Executive Member *Membership ended on 24 June 2024



ALIBRAHEEM Non-Executive Member

MISHARY

*Appointed on 24 June 2024



MARCIE VU Independent Member *Appointed on 24 June 2024



BRIAN WARD Executive Member



FERAS HOUHOU Committee Secretary

NOMINATION AND REMUNERATION COMMITTEE

The Committee comprises five (5) members.

The Committee is responsible for:

- Overseeing the nomination process of the members of the Board of Directors, committees and executive management and identifying individuals who are eligible for membership of the Board of Directors.
- Supervising all matters related to the remuneration and compensation of the members of the Board of Directors and its committees and the Executive Management.
- Overseeing succession plans for key positions.
- Providing recommendations to the Board of Directors on annual bonuses and salary adjustments for all the Company's employees.
- Endorsing the remuneration of the Board's committees, recommending any amendments thereto and presenting the same to the Board of Directors for approval.



HIS ROYAL HIGHNESS
PRINCE FAISAL BIN BANDAR
BIN SULTAN AL SAUD

Chairman of the Committee



BANDER BIN MOGREN Non-Executive Member



YARA ANABTAWI **Independent Member**



MESHAL ALMOGBEL Non-Executive Member *Appointed on 24 June 2024



ANN WEISER Independent Member *Appointed on 24 June 2024



FERAS HOUHOU Committee Secretary

AUDIT AND RISK COMMITTEE

The Audit & Risk Committee comprises four (4) members.

The Committee is responsible for:

- Monitoring the Company's financial activities, ensuring the integrity, effectiveness, accuracy, and transparency of interim and annual financial statements.
- Overseeing the effectiveness of the Company's internal control systems.
- Overseeing the effectiveness of the Internal Audit function, including approving its charter, annual plans, resourcing, and reviewing audit reports and findings.
- Overseeing compliance-related matters, including monitoring adherence to applicable laws, regulations and internal policies.

- Overseeing risk management practices, ensuring proper identification, assessment, and mitigation of key risks.
- Recommending and endorsing risk management frameworks, policies, and control mechanisms to support alignment with the Company's strategic objectives.
- Overseeing Cybersecurity and Information Security frameworks, ensuring appropriate risk controls and governance are in place.
- Recommending the appointment, reappointment, dismissal, remuneration, and performance evaluation of the external auditor, while ensuring their independence and objectivity.



MIKE CHENG
Chairman of the
Committee



OMAR ALHOSHAN Independent Member



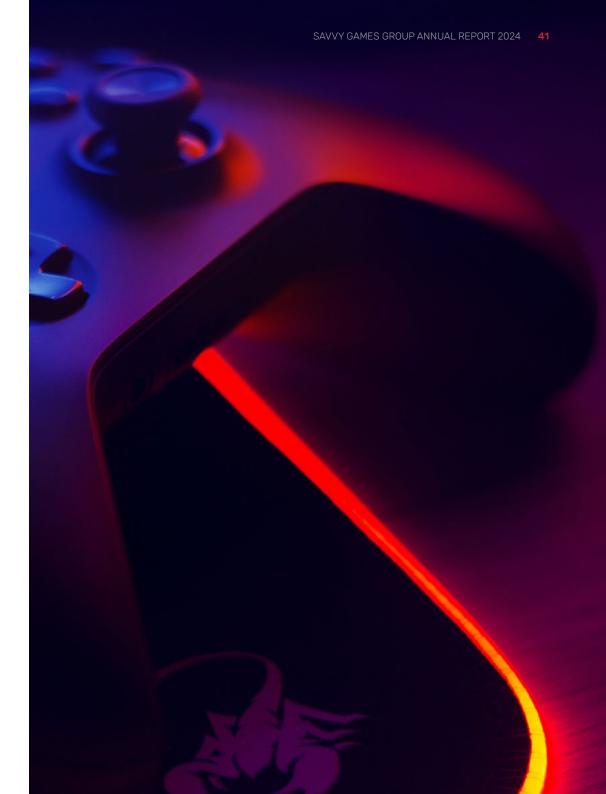
SAJJAD CHEEMA Non-Executive Member



ABDULLAH ABDULJABBAR Independent Member



FERAS HOUHOU
Committee Secretary





INVESTMENT COMMITTEE

The Investment Committee comprises three (3) members.

The Committee is responsible for:

- Overseeing the investment strategy, policies, and capital planning in alignment with the Company's objectives.
- Endorsing and approving investment and divestment decisions, monitors portfolio performance, and ensures sound governance over capital injections and funding.
- · Appointing investment advisors, evaluating the performance of portfolio assets, and ensuring adherence to financial and risk management guidelines.
- Endorsing and recommending investment strategies, funding structures, and asset allocations to the Executive Committee and Board for approval.



HIS ROYAL HIGHNESS PRINCE FAISAL BIN BANDAR BIN SULTAN AL SAUD

Chairman of the Committee



YAZEED AL-HUMIED Non-Executive Member



TURKI AL-NOWAISER Non-Executive Member



FERAS HOUHOU Committee Secretary



BRIAN WARD
Group CEO

Brian is the founding CEO of Savvy Games Group, the world's largest esports company and 8th largest global games software publisher. From its inception in November 2021, Savvy has grown to nearly 4,000 employees in 22 countries. Brian has nearly 30 years of studio and operations experience with entertainment giants Electronic Arts, Microsoft, and Activision Blizzard, and as founder and CEO of LottoInteractive. As CEO of Savvy, he has led the deployment of over \$12 billion across nine acquisitions and investments in 3.5 years. As Senior Vice President, Worldwide Studios at Activision, he led eleven studio acquisitions and quadrupled revenue to \$4 billion over five years, leading all development from portfolio planning and concept design to quality assurance, code release and customer service. Brian managed strategy, development, operations, and business teams for eight #1 entertainment franchises with lifetime revenues exceeding \$45 billion. The 517 games on 37 different platforms of which Brian has been a part have amassed over 300 Game of The Year awards and more than 1,400 Editor's Choice and Outstanding Achievement awards.



SALEH ALFADHEL Chief Financial Officer

Saleh Alfadhel is a seasoned financial expert renowned for his extensive background in finance and accounting. Formerly the Group Chief Financial Officer at Saudia, one of the largest airlines in the Middle East, Saleh brings a wealth of experience to his role. He has a remarkable track record serving on various boards and audit committees, including Riyadh Airports, Flyadeal, and AXA insurance, which further solidifies his reputation as a financial leader. Saleh now spearheads the financial strategy and operations at Savvy. On the Executive Leadership Team, he plays a key role in driving our growth, profitability, and success.



FERAS HOUHOU General Counsel

Feras Houhou is an experienced legal professional with a distinguished career spanning over 16 years in the capital markets industry. Prior to joining Savvy, he served as the Chief Legal and Governance Officer and Board Secretary at SNB Capital. During his tenure, Feras oversaw critical legal functions and governance affairs, and provided advice on major cross-border financial transactions. As General Counsel, Feras is responsible for five key control and advisory functions, including legal affairs, risk management, compliance, governance, and board affairs. Feras is a graduate of both Georgetown Law School, holding an LLM in Securities and Financial Regulations, and Harvard Business School, where he attended the General Management Program.



MAJED AL-MUHANNA
Chief Human Resources Officer

Majed has wide-ranging experience of human resources leadership roles at major financial and consumer-facing organizations across the investment banking, retail, and manufacturing sectors. He was previously Chief Human Capital Officer of SNB Capital, where he was a member of the organization's leadership team and drove its human capital strategy. In addition to his role at Savvy, Majed currently serves as Chair of the Human Resources Committee of the Capital Market Institutions Committee, which supports the development of the capital market sector in Saudi Arabia. Majed is responsible for Savvy's human resources strategy, including overseeing talent development and attraction of both local and international games specialists.



NICK ARCHER
Senior Vice President and Head of
Group Communications

Nick Archer has over 30 years' experience in corporate communications and public relations. Prior to joining Savvy, he served as the interim Vice President, Corporate Communications at Lone Star's MBCC Group. Before that, he was acting Chief Communications Officer at Rio Tinto plc, where he oversaw media, employee, government, crisis, digital, and executive communications. Nick previously worked at Suzlon Group, and Edelman. He has lived in the UK, USA, India, Mongolia, and the Netherlands. Nick oversees Savvy Games Group's global communications team and strategy.



AMR SAGER
Chief of Staff

Amr Sager has an extensive background in strategy execution, finance, and board management, with over 20 years' of experience spanning various sectors. He has held critical leadership roles in companies such as Al Rajhi Bank, Catrion (formerly Saudi Airlines Catering Company), Dar Alarkan, and Shaker Group. Notably, he has led transformation, change management, business planning, and investor relations functions, contributing to the success of these organizations. In his role as Chief of Staff at Savvy, Amr leads on execution and transformation, bringing people together across the business to deliver Savvy's strategy.



DAVID PHIPPS
Chief Internal Audit Officer

David Phipps has an extensive background in internal audit and risk management, having held key leadership positions in prestigious organizations across multiple jurisdictions. His career spans almost 30 years, with notable experiences in overseas markets, including New Zealand, the United Kingdom, and the Gulf region. Prior to joining Savvy, David served as the Internal Audit Director at Abu Dhabi Global Market (ADGM), where he successfully led the setup of the Internal Audit function, as well as other critical risk management activities.



SENIOR EXECUTIVES, BUSINESS UNITS



WALTER DRIVER
Co-Founder and Co-Chief Executive Officer,
Scopely

Walter Driver is the Co-Founder and Co-Chief Executive Officer of Scopely, one of the most scaled and fastest growing mobile-first video game companies in the world. Walter is an investor and advisor to many private technology companies as well as a member of the World Economic Forum and the Young Presidents' Organization. Prior to Scopely, Walter founded O Negative Media where he developed online social games and Ignition Interactive, one of the first developers of third-party applications for Facebook. Walter has been recognized as one of the "100 Most Influential Young Executives" by The Business Journal, "Visionary of the Year" by C-Suite Quarterly, "Entrepreneur of the Year" by Ernst & Young, one of the "100 Most Intriguing Entrepreneurs" by Goldman Sachs, multiple times on the Los Angeles Business Journal's "500 Most Influential" executives, and a "Dealmaker of the Year" by Variety magazine for his work at Scopely.



JAVIER FERREIRA
Co-Chief Executive Officer, Scopely

Javier Ferreira serves as the Co-Chief Executive Officer of Scopely, one of the most scaled and fastest growing mobile-first video game companies in the world. With over two decades of experience in games, technology and digital media at a range of companies including The Walt Disney Company and Electronic Arts (EA), Javier joined Scopely in 2014 as Chief Operating Officer to expand its operations, strategy, slate and partnerships, just prior to the company securing Series A financing. In 2016, he also became President and joined the Scopely Board. In 2019, he became Co-Chief Executive Officer with Co-Founder Walter Driver. Javier has been recognized as "Visionary of the Year" by C-Suite Quarterly, "Dealmaker of the Year" by Variety magazine, and multiple times on the Los Angeles Business Journal's "500 Most Influential" executives, among other recognitions for his work at Scopely.



CRAIG LEVINE
Co-CEO of the ESL FACEIT Group

As a seasoned gamer, Craig Levine has been at the forefront of esports for more than 20 years. Craig began turning his long-term passion into what was to become a successful career by founding Team 3D, the first professional and thriving video game team in North America, and by co-founding ESEA, a games community focused on a premium player experience. Eager to drive the industry forward even further, Craig played a big role in the founding of ESS Agency, an event marketing and technology company specializing in video game entertainment. Craig joined ESL Gaming, the world's largest esports company, in 2014 when ESL acquired ESS Agency and ESEA to expand its global and digital footprint. Having served as CEO of North America and Chief Strategy Officer globally, Craig currently serves as Co-CEO. In this position he leads the global business strategy and operations. Furthermore, Craig plays a crucial role in inspiring the company vision and creating a world where everybody can be somebody.



NICCOLÒ MAISTO

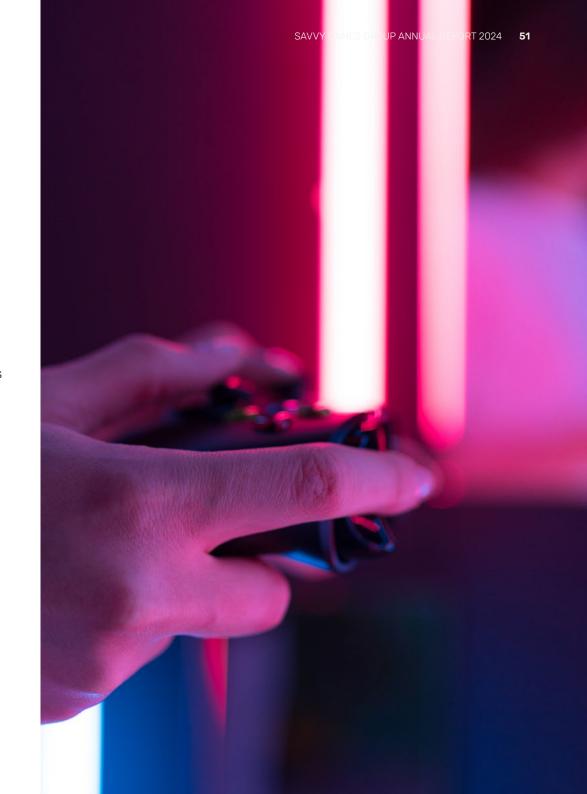
Co-CEO of the ESL FACEIT Group

Niccolò co-founded FACEIT, the leading competitive games platform, in 2011. As the CEO he drove the company's vision and grew FACEIT to over 26 million users. Niccolò graduated in Business Administration from Università Commerciale Luigi Bocconi and joined Lehman Brothers, where he worked in the TMT Investment Banking team. He founded FACEIT while completing his MBA degree at NYU Stern. FACEIT was recently sold along with ESL Gaming (forming ESL FACEIT Group) to Savvy Games Group for \$1.5B, the biggest sale to take place in the esports industry. As the Co-CEO of the Group Niccolò continues to oversee the strategy and organization of the company.



YANNICK THELER
CEO of Steer Studios

Yannick Theler, CEO of Steer Studios, joins from Ubisoft where he worked for 19 years across Europe, China and the Middle East. At Ubisoft he covered all facets of the company, most notably establishing their Abu Dhabi studio ten years ago, a studio that is today the home of CSI Hidden Crimes, NCIS Hidden Crimes, Growtopia and Clash of Beasts. Theler leads Steer Studios – a company with a mission to make the most exciting game franchises in the world.









In 2024, Scopely continued its trajectory of remarkable growth and achievement, further cementing its position as a global leader in live service operations.

Scopely creates, publishes, and liveoperates immersive games that empower a directed-byconsumer™ experience.

2024 UPDATE

The company's consistent ability to deliver both groundbreaking and durable game experiences that players come back to for years, led to the brand's selection as the #1 Mobile Game Maker in the World by top industry publication PocketGamer.biz. As the award write-up put it: "no one is doing it better [than Scopely]."

Throughout the year, Scopely achieved many remarkable milestones, from launching on console to deep brand integrations and more, earning a record 100+ recognitions for its innovation, excellence, and cultural impact. Recognition highlights include being named: to TIME Magazine's 2024 TIME100 list honoring the "100 Most Influential Companies in the World" for Scopely's role in shaping the future of play and "Disrupter of the Year" by the Los Angeles Business Journal, along with receiving the most accolades in the industry at the Pocket Gamer Mobile Game Awards, including Best Publisher Best Live Ops for "Stumble Guys" and Game of the Year for "MONOPOLY GO!."

These honors reflect Scopely's unwavering commitment to inspiring play, every day.

Looking to the future, Scopely remains steadfast in its commitment to its player communities, persistent live game innovation, transformational partnerships, world-class game making, and cultivating the best Scopely team in the world. As 2025 begins, Scopely stands ready to further build on its momentum.

ABOUT SCOPELY

Scopely is a global interactive entertainment and mobile-first video game company, home to many top-grossing, award-winning franchises including "MONOPOLY GO!" "Star Trek™ Fleet Command," "Stumble Guys" and "Yahtzee® With Buddies," among others. Scopely creates, publishes, and live-operates immersive games that empower a directed-by-consumer™ experience.

Founded in 2011, Scopely is fueled by a world-class team and a proprietary technology platform Playgami™ that supports one of the most diversified portfolios in the games industry. Recognized multiple times as one of Fast Company's "World's Most Innovative Companies," Scopely is a multi-billion-dollar business due to its ability to create long-lasting game experiences that players enjoy for years.

Scopely has global operations in more than a dozen markets across Asia, Europe, the Middle East, and North America, with additional game studio partners across four continents.

"MONOPOLY GO!" WAS THE FASTEST MOBILE **GAME IN HISTORY TO REACH**

IN REVENUE

SCOPELY HAS EXCEEDED

HOURS OF PLAYTIME ACROSS ITS TITLES

MOBILE GAMES COMPANY IN THE WORLD

SCOPELY HAS EXCEEDED

TOTAL DOWNLOADS ACROSS ITS TITLES

SCOPELY HAS SURPASSED

\$10B

IN LIFETIME REVENUE

+2.4k

EMPLOYEES THROUGHOUT THE WORLD

ESL FACEIT Group (EFG) continued to set new benchmarks in the esports industry throughout 2024, delivering groundbreaking events and expanding its global reach.

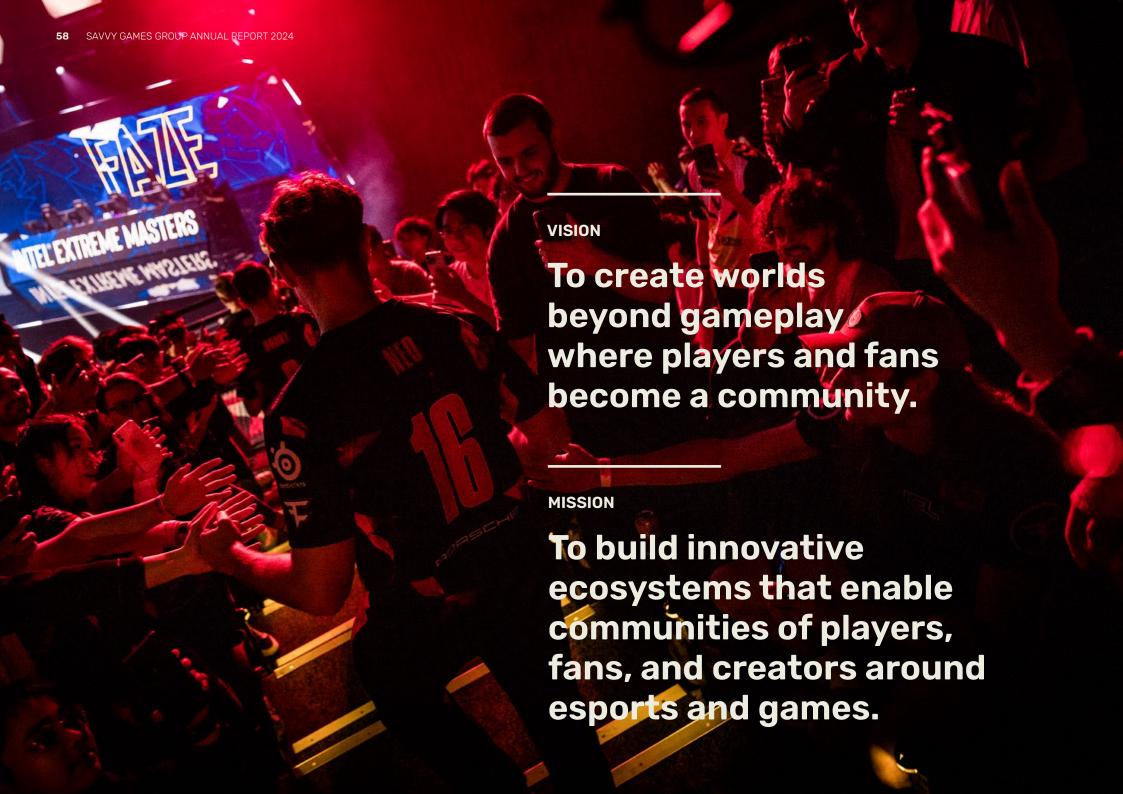
HIGHLIGHTS FROM THE YEAR

- EFG set new records at IEM Cologne 2024, where it achieved a record attendance of 39,000 fans over three days at the LANXESS arena. The event became the most-watched non-Major Counter-Strike competition of the year, with over 1 million concurrent viewers.
- DreamHack Dallas 2024 shattered global attendance records, becoming the brand's largest-ever festival with over 55,000 attendees. The festival showcased a diverse range of games experiences, including esports tournaments, live music, and more.
- EFG served as the official operating partner for the inaugural Esports World Cup (EWC) in Riyadh, hosting 22 competitions across 21 game titles. The event featured a record-breaking prize pool exceeding \$60 million, an audience reach of over 500 million hours watched globally, and more than 2.6 million attendees showcasing the immense popularity of the event and transforming Riyadh's Boulevard City into the epicenter of esports fandom.

- EFG deepened its strategic collaboration with AAA publishers, driving an expansion of our offerings.
- EFG launched FACEIT 2.0, unveiling a multitude of new features such as multi-view Watch, Anti-Smurf technology, SWAT teams, Premium Queue, Stats, and more, reinforcing our "Beyond Play" proposition and driving audience share growth.

Innovative initiatives aimed at in-arena viewership, focusing on entertainment, interaction, and activations enhanced the spectator experience and unlocked new commercial opportunities within local markets.





ABOUT EFG

ESL FACEIT Group (EFG) is the global leader in esports, commanding over 40% market share and engaging a thriving community of more than 225 million users who collectively consume over 1.3 billion content hours annually. Formed by the integration of ESL and FACEIT under Savvy Games Group, EFG leverages a strong heritage in competitive gaming to build innovative platforms, host world-class events, and drive the growth of esports globally.

EFG's diverse portfolio of brands and platforms includes ESL, FACEIT, and DreamHack, each offering unique and complementary experiences to gamers and fans worldwide. Together, these brands create a vibrant ecosystem, including the ESL Pro Tour, a premier global tournament series featuring renowned competitions like ESL One, Intel Extreme Masters, and DreamHack Masters. FACEIT stands as the leading independent platform for online multiplayer PvP games, while DreamHack Festivals bring games and esports communities together through immersive events, tournaments, and exhibitions across the globe.

Guided by a vision to create the ultimate digital destination for competitive gamers, EFG delivers end-to-end solutions that build strong competitive games communities and set the gold standard for esports competitions. Its innovative offerings empower partners to reach new audiences and deliver premium esports experiences featuring the world's best IP, leagues, and teams.

Under Savvy's leadership, EFG continues to expand its footprint, including its strategic acquisition of Vindex in 2023, further strengthening its operations in the United States and beyond. With a mission to shape the future of competitive gaming, EFG is at the forefront of the esports revolution, driving innovation, engagement, and excellence across the industry.

EFG delivers end-toend solutions that build strong competitive games communities and set the gold standard for esports competitions.

2024 EVENT HIGHLIGHTS:

INTEL® EXTREME MASTERS (IEM) KATOWICE 2024

January 31 - February 11, 2024

Number of Attendees: 50,000

Prize Pool: \$1,000,000

Peak Viewers: 972,000

Hours Watched: 24.6 million

INTEL® EXTREME MASTERS (IEM) COLOGNE 2024

July 26 - 28, 2024

Number of Attendees: 39,000

Prize Pool: \$1,000,000

Peak Viewers: \$1,050,000

Hours Watched: 23.9 million

ESPORTS WORLD CUP (EWC) 2024

July 3 - August 25, 2024

Number of Attendees: 2.6 million

Prize Pool: \$60,000,000

Peak Viewers: 6.3 million

Hours Watched: 115 million

DREAMHACK / **IEM DALLAS 2024**

May 31 - June 2, 2024

Number of Attendees: 55,000

Prize Pool: \$1,200,000

Peak Viewers: 805,000

Hours Watched: 15.0 million

ESL PRO LEAGUE SEASON 20

September 3 - 22, 2024

Number of Attendees: n/a (non-arena event)

Prize Pool: \$750,000

Peak Viewers: 808,000

Hours Watched: 27 million

DREAMLEAGUE SEASON 22

February 25 - March 10, 2024

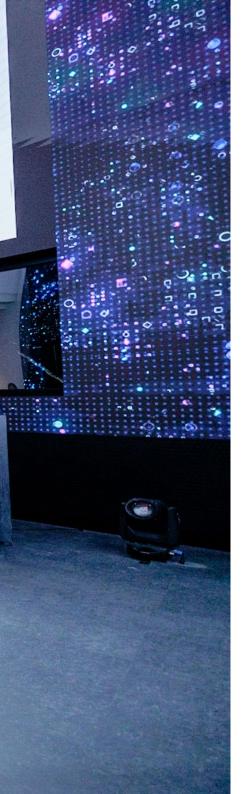
Number of Attendees: n/a (online)

Prize Pool: \$1,000,000

Peak Viewers: 475,000

Hours Watched: 23.9 million





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ABOUT STEER STUDIOS

Steer Studios is an international game development studio headquartered in Riyadh, Saudi Arabia. Steer is on a mission to create groundbreaking games experiences for players from around the world. Part of Savvy Games Group, Steer consists of a team of global and regional talent with decades of experience in the games sector.

2024 UPDATE

In 2024, Steer Studios expanded its operations, strengthened its workforce, and launched new initiatives to enhance Saudi Arabia's standing in the global games industry. The studio grew its team by over 80 employees, now representing 21 nationalities, with women making up more than 25% of the workforce – an important milestone in fostering a diverse and inclusive workplace.

The year saw the soft launch of Steer's first mobile game, Grunt Rush, in Q2, establishing the studio's presence in the market. This was followed by the soft launch of Steer's second game in Q4, marking Steer's progression into multi-title development.

Beyond game development, Steer prioritized talent cultivation and industry engagement. The second round of the Steer ELITE Internship Program launched in Q2, providing emerging game developers with hands-on training and mentorship. The studio also introduced a new website to enhance visibility and employer branding, and a global talent campaign was rolled out in Q3, promoting Steer's ELITE and TRADE values while highlighting opportunities in Saudi Arabia's games sector.

Steer was also active on the international stage, participating in 13+ industry conferences, including GDC, Gamescom, LEAP, DICE, and The New Global Sports Conference, where it showcased its expertise and engaged with global industry leaders.

With a growing portfolio, an expanding team, and a commitment to industry engagement, Steer Studios enters 2025 with strong momentum to build on its progress and deliver new experiences to players worldwide. Beyond game development, Steer prioritized talent cultivation and industry engagement.



OVER

25%

WOMEN EMPLOYEES IN THE STUDIO

21

NATIONALITIES

ADDED

80+

TO HEADCOUNT IN 2024





