



G5 ENTERTAINMENT AB

The nominating committee's proposal for board of directors in G5 Entertainment AB (publ) at the Annual General Meeting 2025

Item 12 on Annual General Meeting of G5 Entertainment AB (publ) on June 17, 2025: The nominating committee proposes re-election of the directors Petter Nylander, Johanna Fagrell Köhler, Jeffrey W. Rose, Sara Börsvik and Vladislav Suglobov (also CEO) and proposes election of Jo Joel Fashinbauer. The nominating committee further proposes that Petter Nylander is re-elected as Chairman of the board.

Petter Nylander – Born 1964. Petter has a 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 (today Kindred Group and Kambi). Other experience from the 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 at GiG (Gaming Innovation Group) and Chairman of Adverty AB (an Ad tech company).

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. Up until January 2021, Johanna was the CEO of Creuna, the leading digital agency in Sweden with offices in Stockholm and Gothenburg. Currently, Johanna Fagrell Köhler also has a board assignment in privately owned ROL AB and Styrelseakademin Stockholm.

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. Jeffrey currently also serves on the board of EarthStudios, PBC, a California based corporation that seeks to lead the Media Industry to a profitable, decarbonized, brighter future by rapidly deploying solar solutions to electrify film and television studios as well as theme parks. 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 30 years. He has an M.Sc. degree in Mathematics and Programming from Moscow State University (1995) and Stanford LEAD Certificate from Stanford Graduate School of Business (2021). In 1995 during his freshman year, he started his career as employee #14 at Nikita Ltd. (now Nikita Online). In 2000, Vlad graduated from the university and spent the next year working as a software engineer on the team of the US-funded start-up “Voxster”. In 2001, Vlad and colleagues co-founded G5 to develop PC games and some of the first mobile games to be ever released in USA. While being CEO from the company’s inception, Vlad continued to write game engine code until 2003 after which he focused entirely on business. With the arrival of the iPhone in 2008, Vlad started G5’s publishing operation which brought popular PC hidden object games to the new generation of mobile devices in addition to publishing the group’s own games. During 2012-2013 Vlad initiated and oversaw G5’s successful transition to free-to-play games, which powered the most dramatic expansion of the company to date. Vlad resides in San Francisco Bay Area where he moved with his family in 2011 to establish G5’s marketing operations in USA, the company’s largest market. Today, Vlad continues to be deeply involved in the company’s strategy, marketing and product development.

Sara Börsvik – Born 1982. Sara has a Master’s degree in Economics from the University of Gothenburg. She has previously worked as CEO at Bonnierförlagen, CFO at Rebtel and has also held various finance positions within Tele2. Since April 2021 Sara has held the position of CFO at Epidemic Sound, a global MusicTech company headquartered in Stockholm. She is also a board member of Bonnierförlagen, SF Studios and BIMObjects.

Joel Fashinbauer – Born 1969. Joel holds Bachelor's Degrees in Behavioral Psychology from the University of Minnesota and Computer Art and Animation from the Academy of Art University. He also completed the Chief Operating Officer Program at the Massachusetts Institute of Technology (MIT). Joel has been in the video game industry 2000 and has led production teams at LeapFrog Toys, Electronic Arts, Activision, and Atari. He has contributed to the development of more than 100 games, including blockbuster franchises such as Call of Duty, Skylanders, Madden, and The Simpsons. Joel played a pivotal role in launching Electronic Arts’ mobile division (EA Mobile) and was the founder of Activision’s mobile division.

Joel served as Senior Vice President and Head of Production at AdColony, a leading mobile video monetization platform that was acquired for \$350 million in 2014. He has held several C-level roles, most notably as Chief Operating Officer at Imani Studios, creators of the hit Temple Run series. There, he led a successful reorganization, driving growth in team, product line and revenue.

Joel is currently based in New York, where he serves as Chief Strategy Officer at Skymap Games.