

Press Release

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## LEOVEGAS GROUP LAUNCHES NEW GAMING STUDIO, GAINING FURTHER CONTROL OF THE IGAMING ECOSYSTEM

LeoVegas Group is launching LeoVegas Studios, a new in-house gaming studio dedicated to creating innovative slot games tailored to the latest player trends and preferences. By leveraging player data, LeoVegas Studios will develop Group-exclusive games, offering medium-volatility experiences designed for long-term enjoyment. This new studio provides LeoVegas Group with complete creative and technological freedom, further enhancing control over the igaming ecosystem. The debut title, *Where Pigeons Dare*, will premiere on LeoVegas on 25 September 2024.

Today, LeoVegas Group announced the launch of its new in-house gaming studio LeoVegas Studios. The new studio is led by Mats Andersson, Game Producer and former Creative Director at Light & Wonder, who will spearhead the development of games tailored to meet the preferences of the Group's players. Utilizing extensive player data, LeoVegas Studios will create games that adapt to evolving player tastes while supporting broader customer acquisition strategies. These insights will empower the studio to produce proprietary titles that offer a personalized, engaging, and seamless user experience across a wide range of markets.

This launch represents a logical step in the Group's strategy to strengthen control over the value chain within the igaming ecosystem. Games developed within the LeoVegas Studios portfolio will enhance and leverage the already extensive collection of IP held by LeoVegas Group and MGM Resorts International. This strategic integration will further elevate the entertainment experience for players.

James Ford, Director of Gaming at LeoVegas Group, said "*LeoVegas Studios is a fantastic addition to the Group! With enhanced creative freedom and technical control, we are now positioned to forge our own path and develop exclusive, innovative games that align with our vision and meet our players' evolving needs. Where Pigeons Dare is just the beginning — our future lineup will continue to captivate and push the boundaries of entertainment.*"

LeoVegas Studios first release, *Where Pigeons Dare*, is a medium volatility cluster pay slot game featuring wild modifiers, progressive multipliers, and buy bonuses. This release is the first of four planned for 2024, with six more scheduled for 2025.

**FOR FURTHER INFORMATION, PLEASE CONTACT**

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## ABOUT LEOVEGAS GROUP

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LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 9 brands in 10 jurisdictions. The Group continues to grow rapidly, currently employing over 1,400 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit [www.leovegasgroup.com](http://www.leovegasgroup.com).

## ATTACHMENTS

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