



## Press Release of May 18, 2022

### **HARLAY AVOCATS (OLIVIER COGNARD) HAS ACTED AS COUNSEL TO ENGINE GAMING AND MEDIA INC. IN CONNECTION WITH THE SALE OF EDEN GAMES**

Animoca Brands, one of the world leaders in blockchain and NFT-based video games, has completed the acquisition of Eden Games from Engine Gaming and Media, Inc.

Eden Games, founded in 1998 in Lyon, France, has a strong track record of developing award-winning racing games for mobile, console and PC platforms, including *Need for Speed: Porsche Unleashed*, *F1® Mobile Racing*, and the *Gear.Club*, *Test Drive*, and *V-Rally* franchises.

Eden Games has sold over 13 million games and downloaded over 60 million apps worldwide. Eden Games also has multiple partnerships with more than 30 established brands in the automotive industry, including BMW, Bugatti, Porsche, Lotus, Pagani and many others.

Animoca Brands, a *Deloitte Tech Fast* winner and ranked by the Financial Times in the Asia Pacific 2021 list of high-growth companies, will leverage Eden Games' expertise and capabilities to work on existing and new titles in the REVV Motorsport ecosystem and bring a series of new blockchain-based racing games to market. This is a next step for Eden Games as they are ready to venture into new frontiers such as Web3.

Animoca Brands owns numerous blockbusters including The Sandbox, a successful metaverse in which dozens of major brands have invested (including adidas, Warner Music, Gucci and Carrefour) through the acquisition of plots represented by NFTs. Having raised \$359 million earlier this year, Animoca Brands is further accelerating its investments and acquisitions.

Olivier Cognard (Partner) assisted Engine Gaming and Media Inc., Eden Games' main shareholder, in this new transaction. Engine Gaming and Media, Inc (NASDAQ: GAME) (TSX-V: GAME) offers premium gaming experiences in social sports, as well as data analysis, marketing, advertising and intellectual property services.



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**ABOUT HARLAY AVOCATS:** Based in Paris, Harlay Avocats is an independent business law firm working internationally. Founded in 1988, Harlay Avocats is a leading business law firm in France. With its multidisciplinary professional team, Harlay Avocats assists its clients in France and internationally in most of their needs related to business law (routine and exceptional operations). The Corporate Department of Harlay Avocats headed jointly by Marie-Laure de Cordovez, Olivier Cognard and Thibault Chareton, is specialized particularly in private equity, stock market law and M&A operations.