

# MindArk Prepares for the future of Entropia Universe – Recruits Top Tier Game Developers

MindArk, one of Sweden's leading computer game studios and developer of the unique game Entropia Universe as its flagship, expands after recruiting several of the country's most outstanding game developers.

- We see great potential for growth in the future, as this investment demonstrates, says Henrik Nel, CEO of MindArk.

MindArk is on a groundbreaking path and is now investing heavily in its award-winning game Entropia Universe, with the latest technical features and innovations. As a step in its ongoing investment, the Swedish company is hiring some of the best game developers available, with several having been headhunted from EA's Ghost Games and King.

Twelve people have recently been hired at the Gothenburg-based company – which will be a crucial investment in the future.

- We're talking about recruitments of some of the country's leading game developers. Entropia Universe has been online for almost two decades, and we're now actively preparing for the future ahead, through constantly developing and evolving the unique gaming experience, which is appreciated by our users across the world, says Henrik Nel, CEO of MindArk.

Today MindArk has approximately 50 employees, and is planning to expand its team even further in 2020.

- Recruitments are important to realizing our vision for the future of Entropia Universe and at the same time addressing the challenges facing the online gaming industry, says Henrik Nel.

Entropia Universe is one of the world's leading so-called open world games, with over four million accounts created worldwide since its launch in 2003. In the game's virtual world participants can create new lives and engage in activities just like in real life. The game is one of few online worlds with a trading system with a currency that can be exchanged for real-world currency.

In 2019 the company had net revenues of 64,4 million SEK.

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## Entropia Universe Facts

\*\*\*The game was created in the early 2000s by MindArk, a Gothenburg-based company. MindArk currently has 49 employees.

\*\*\*Entropia Universe is a downloadable PC game and can be experienced for free. However, items such as weapons, ammunition, estates and land must be purchased that can be used in the virtual world.

\*\*\*The currency of Entropia Universe is the PED (Project Entropia Dollar, divided into 100 Project Entropia Cents,) which is pegged to the US Dollar at a ratio of 10 PED = 1 USD. One can also exchange PED to British pounds, Swedish Kronor and Euro. Therefore the users can get an occupation and make a living in the virtual world.

\*\*\*An asteroid with 1000 apartments was auctioned off in October, 2005, with a winning bid of 1,000,000 PED (100,000 USD). The American film director Jon "NEVERDIE" Jacobs was the highest bidder. The asteroid also includes nightclubs, sport stadiums and organized hunting arenas. (Wikipedia)

\*\*\*The number of micro transactions exceeds one billion monthly. The size of the open world is over 3,600 square kilometers of land across which one can run, drive, fly and teleport oneself, as well as over 6,200 cubic kilometers of space where one can fly between 10 different destinations, including planets, moons and space stations.

### New recruitments

- Nicolas Dalavouras, Technical Art Director - Responsible for innovation and technical art for Entropia Universe, improving and assisting in the creation of tools and art pipelines.
- Maxime Bordes, Senior Technical Artist - Will ensure that the art content and features are easily integrated into Entropia Universe, acting as a bridge between artists and programmers.
- Jonatan Nordenstam, Senior World Artist - Responsible for creating believable and interesting environments in Entropia Universe
- Ferran Adzarà Hernández - Senior Environment Artist - Responsible for creating assets for the environmental background of Entropia Universe.
- Oskar Reftel, Senior Environment Artist - Responsible for creating assets for the environmental background of Entropia Universe.
- Pontus Bergengren - Senior Level Designer - Create and update level design in Entropia Universe to improve playability and immersion.
- Andreu Ramírez Ludeña - Senior Software Engineer - Building game systems and tools for the Entropia Universe platform.
- Mats Carlsson, Software Engineer - Will focus on providing software automation services and solutions while also improving continuous integration and deployment of Entropia Universe.

- Marco Pelas-Brahm, Junior Character Artist - Assisting in the creation of character models, textures and items for Entropia Universe.
- Robert Persson - Sound Designer - Responsible for creating music, sounds and ambience in Entropia Universe.
- Mikael Ryding, QA Lead - Responsible for the testing processes, release strategy and quality of Entropia Universe while leading the QA team.
- My Antonsson - Community Relations Manager - Responsible for planning and developing MindArk's relationship with the player community.