



# Press release

*For immediate release*

## GlobalFun Sells Cross Platform Computer Games To Sonae of Portugal

[Gothenburg, Sweden, October 11, 2001.] **Interactive entertainment company GlobalFun has received an order from Portuguese communications giant Sonae for two cross platform computer games (i.e. games that can be played both via the Internet and via wireless units). GlobalFun is a subsidiary of the leading Scandinavian computer game developer UDS with approx. 110 employees.**

GlobalFun will deliver Smashers and Monster Mind, two new cross platform games that can be played both via the Internet and via wireless units. Portuguese gamers will be therefore able to play these games at [www.level.pt](http://www.level.pt), Portugal's largest games portal, already with a wide offer targeting every segment of the game's market, and through Optimus, Sonae's mobile operator, and the first to launch wireless games in the Portuguese market. The contract with Sonae is for one year. GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market. Its head office is located in Gothenburg on Sweden's west coast.

"GlobalFun is a world leader in new and advanced interactive entertainment products for the 'next generation' of consumers, especially in the highly interesting cross platform computer games niche. We are confident that we will have a constructive and mutually beneficial long term partnership with GlobalFun", said Marta Maria Mendonca of Sonae.

### About UDS and GlobalFun:

UDS, Unique Development Studios AB, was founded in 1997 and is today one of Scandinavia's leading developers of computer, video and console games. UDS has approx. 110 employees at its offices in Norrköping, Stockholm, Gothenburg and in Britain. UDS is owned by its founders and employees, and by Slottsbacken Venture Capital, Nordico Invest, Banc of America, The FKF Pension Fund, Metropolis Technology Investments (MTI) and other institutional investors.

UDS has well established partnerships with many of the leading game publishing companies in the world and recently received its largest order ever – for 2 MUSD for a computer game called "Core" to be distributed by German publisher CDV all over the world.

GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market, e.g. via its own en "gaming community" on the Internet. GlobalFun will also market UDS-developed games for digital TV and cellular phones. The UDS group also contains AddGames, which markets and distributes ad-financed computer games ('advertainment') for the world market.

The world market for mobile online computer games is expected to grow 18-fold to 86 billion US dollars per year by 2006. Online entertainment via the mobile phone will overtake information and communication to become the most lucrative mContent revenue stream globally in 2005 (Datamonitor).

#### **About Sonae.com:**

Sonae.com is a leading full-service communications, internet and multimedia supplier based in Portugal. Sonae.com is a totally customer-driven organization committed to providing cutting-edge integrated technological solutions and the highest level of service quality.

The strategic importance of telecommunications and the internet for the Sonae Group revealed the need to create a sub-holding bringing together investments in this area and to exploit synergies between the various operating companies. We aim to be the communications provider of choice.

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