



July 11, 2025

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Notice Regarding the Signing of a Memorandum of Understanding (MoU) Between Our Consolidated Subsidiary (Side) and Savvy Games Group, and the Announcement of a Saudi Arabia (Middle East) Expansion Plan

Our consolidated subsidiary Side International Holdings Limited (Headquarters: London, United Kingdom; CEO: Deborah Kirkham, (hereinafter referred to as "Side")) announced that it has entered into a Memorandum of Understanding (MoU) with Savvy Games Group (Headquarters: Riyadh, Saudi Arabia; CEO: Brian Ward, (hereinafter referred to as "Savvy") to support the growth of the Saudi Arabian game ecosystem.

Our Group promotes Service Lifecycle Solution Business, which provides quality consulting, game debugging, software testing, environmental construction and transition support, monitoring, customer support, fraud prevention, and BPR support in the processes of planning, developing, releasing, operating, and improving the lifecycle of clients' services and products. This business is divided into three operations: Domestic Solutions, Overseas Solutions, and Media Contents.

Side is an intermediate holding company responsible for Overseas Solutions operations. Each of its subsidiaries provides services related to debugging, localization, voice recording, customer support, product development support, and art production. Sales in Overseas Solutions accounted for 38.8% of our consolidated sales for the year ended January 31, 2025.

Savvy was founded with the mission of promoting long-term growth and innovation in the gaming and eSports industries, and is shaping the future of this industry on a global scale by growing the game and eSports ecosystem, supported by the Company's Public Investment Fund, its shareholder and a government-affiliated fund in Saudi Arabia.

This initiative involves Side helping to grow the Saudi Arabian game ecosystem and planning to open a new studio in Saudi Arabia's capital, Riyadh, by the end of this fiscal year. Side recognizes that Saudi Arabia is currently one of the key markets for the global gaming industry, particularly in the field of development. The conclusion of Memorandum of Understanding (MoU) with Savvy is in line with the goals of Saudi Arabia's Vision 2030 and aims to position Saudi Arabia as a global hub for economic diversification and gaming and digital entertainment.

For detailed information on this matter, please refer to the attached document.

- Side Signed a Memorandum of Understanding (MoU) with Savvy Games Group and Announced its Plan to Expand into Saudi Arabia (Middle East)

Members of the press

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Side Signed a Memorandum of Understanding (MoU) with Savvy Games Group and Announced its Plan to Expand into Saudi Arabia (Middle East)

On July 10th, Side signed a Memorandum of Understanding (MoU) at Side's London offices with Savvy Games Group, which plays a leading role in Saudi Arabia's Games and Esports industry, to partner in supporting the growth of the gaming ecosystem in Saudi Arabia. Side also revealed plans to open a physical studio in Riyadh by the end of this fiscal year, which will aim on providing codev services to MENA developers.

"The way we see it, Saudi Arabia is quite possibly the most important market for the global gaming industry right now, especially when it comes to the development scene," said Deborah Kirkham, CEO at Side. "Saudi Arabia has a partner like Savvy which aims for more localised and bespoke content, and the backing of a government who knows how to proactively invest in the future. This allows us to deliver the kind of excellence Side is globally known for in Saudi Arabia."

The actions outlined in the Memorandum of Understanding (MoU) with Savvy Games Group aligns with Saudi Arabia's Vision 2030 goals, to diversify the economy and position the Kingdom as a global hub for gaming and digital entertainment. Together, Savvy Games Group and Side will focus on fostering local talent, enhancing the Kingdom's creative infrastructure, and crucially, delivering best-in-class games to players in the region.

"Having a personal background working with the Middle East's sports and entertainment industry, I'm really excited to be bringing Side into the region in a big way," said Jacob Madsen, VP EMEA, at Side. "Working hand in hand with Savvy Games Group means that we can bring our combined expertise together and deliver something meaningful to the region's output when it comes to gaming. This is really just the beginning of our story here."

The expansion is a major strategic move for Side, which earlier this year launched a full rebranding initiative. The new Riyadh studio, once open, will be a hub for domestic MENA clients while also allowing developers in Saudi Arabia to connect with Side's global network of studios.

"We are delighted to partner with Side and look forward to supporting the team to enter Saudi Arabia's vibrant gaming industry and establish their presence here in Riyadh" said Nikka Nour, SVP and Head of International Business Development, at Savvy Games Group. "Our

collaboration with Side reflects our shared vision to elevate the global gaming experience and support the next generation of creative professionals in the region.”

About Side <https://side.inc>

Side (formerly PTW) is a global video game development and services provider, offering technical and creative solutions to many of the largest developers and studios around the world. Founded in 2009, Side has grown from their Japanese roots to become a global force in the video games industry, with 20 studios in 14 countries across North America, Europe, South America, and Asia. Headquartered in London, Side’s industry-leading services include art production, game development, audio production, quality assurance, localization, localization QA, player support, community management, and datasets.

About Savvy Games Group <https://savvygames.com/>

Savvy Games Group (“Savvy”) was formed with a mission to drive long-term growth and innovation in the games and esports industry. Backed by its shareholder, the Public Investment Fund, Savvy deploys capital over long-term horizons through acquisitions, investments, and business ventures. By expanding its portfolio and growing the games and esports ecosystem, it is shaping the future of the sector on a global scale. As Saudi Arabia’s National Champion for Games and Esports, Savvy is also focused on developing the sector’s domestic ecosystem.

About Pole To Win Holdings, Inc. <https://www.phd.inc/en/>

Pole To Win Holdings, Inc. is a holding company that provides global service and lifecycle solutions. Through its group companies, it offers Domestic Solutions for various markets, including the gaming market (testing, customer support, localization, overseas expansion support), the tech market (software testing, environment setup, server monitoring, data center operations), and the e-commerce market (monitoring, customer support). Internationally, the company provides Overseas Solutions such as game testing, localization, voice recording, customer support, and product development support. Additionally, it offers Media Contents services such as the production of barrier-free subtitles and audio guides.

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