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Skybound Entertainment and 5th Planet Games Announce Plan to Acquire Nordic Production Company Sagafilm ehf
The Acquisition Expands The Companies' Creative Footprints Into European Television Market

COPENHAGEN – June 2, 2023 - 5th Planet Games A/S (OAX: 5PG) and [Skybound Entertainment](#), the leading global multi-platform entertainment company, have announced their plan of a joint acquisition of [Sagafilm ehf](#) (*Stella Blómkvist*, *The Minister*), a premier Nordic production company. The acquisition leverages the strengths and expertise of each entity to bolster Skybound's European film and television capabilities and create captivating and high-quality content for audiences worldwide.

With the acquisition, Sagafilm adds to Skybound an impressive collection of content that spans various genres and captivating narratives, including highly anticipated *The Minister* Season 2 and *Operation Napoleon*. Furthermore, the company has established a substantial foothold in servicing production in Iceland, a region known for high production values, strong writing, and character-driven storytelling across teen, family, crime, and political dramas.

"This acquisition signifies a substantial foray into the European TV market for Skybound by leveraging Sagafilm's exceptional track record for producing premium content and strong presence in the Nordic region," said Rick Jacobs, Managing Partner of Linear Entertainment at Skybound. "Collaboration opens up new avenues for the development and production of even more original content, establishing a firm foothold for Skybound in Europe."

Likewise, for Sagafilm, the acquisition opens the doors to Skybound's 150+ IP, digitally native partner platforms, and the proven scalability of their 'Wheel of Awesome' business model.

"Gaining access to Skybound's extensive roster of intellectual property gives us all the opportunity to develop localized as well as English-language adaptations anchored in Europe," commented Kjartan Thor Thordarson of Sagafilm. "We look forward exploring new avenues through Skybound's Wheel of Awesome model, through which we can extend our IP into various other forms of media."



For 5PG, the acquisition is a natural expansion of its video game roots within the Nordics and Europe.

"We are excited that this acquisition will bring significant diversification to our shareholders beyond games, as we embrace Skybound's innovative Wheel of Awesome model and expand into film and TV in the Nordics," said CEO of 5PG Mark Stanger. "By leveraging Sagafilm's expertise and industry reputation, we are poised to make a significant impact in the European entertainment landscape."

Sagafilm will continue to focus on the growth and enhancement of its local offerings for organic expansion.

Under the terms of the agreement, BetaFilm Nordics will remain a minority shareholder, reinforcing the collective vision and commitment to the future success of Sagafilm. The existing leadership team of Sagafilm, including Kjartan Thor Thordarson, Managing Partner at Sagafilm, and Ragnar Bjorn Agnarsson, Chairman, will continue to guide the company in its strategic endeavours.

Skybound and 5PG will also welcome Tjorvi Thorsson as the new CEO of Sagafilm Iceland. Thorsson's extensive industry experience and expertise will play a pivotal role in driving the company's growth and expansion. This appointment demonstrates the commitment to assembling a talented and diverse leadership team within Sagafilm.

Kjartan Thor Thordarson, Ragnar Bjorn Agnarsson, and Tjorvi Thorsson, along with their significant contributions to the acquisition, will also become partners in Skybound Entertainment and 5PG, cementing their pivotal roles in shaping the future of the partnership.

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About Skybound Entertainment

Skybound Entertainment is a multiplatform entertainment company that houses publishing, gaming, merchandise, and other ventures. The company is responsible for creating television shows such as *The Walking Dead* and *Invincible*, as well as publishing successful comic book titles like "Void Rivals." Skybound is dedicated to delivering engaging and captivating stories across various mediums.

For the most up to date information on Skybound, follow the company on Twitter ([@Skybound](#)), YouTube ([Skybound](#)), Facebook ([@SkyboundEntertainment](#)), Instagram ([@skyboundent](#)), Discord ([Skybound](#)), Reddit ([Skybound](#)), and at www.skybound.com.

About 5th Planet Games

5th Planet Games is a video games financing and publishing company located in Copenhagen, active in games across all global platforms and devices. It has a long and successful history of working with established brands and strong IP. Now, in partnership with Skybound Entertainment, the company has extended access to compelling, global IP such as *The Walking Dead*, *Invincible*, and more.

About Sagafilm

Sagafilm is the leading independent production company in Iceland for TV and Feature Films with over 40 years of experience. Recent projects include TV drama series *Sisterhood* (Viaplay Original Series), *Stella Blómkvist* (Viaplay Original Series), *The Minister* (RUV), *Thin Ice* (TV4/CMORE), *CASE* (Netflix Original Series), and cult comedy series *The Night Shift*, *Day Shift* and *Prison Shift*. Sagafilm has also produced the feature films *Operation Napoleon*, *The Falcons*, *Mr. Bjarnfredarson* and *Cold Trail*. Sagafilm's factual and documentary department recent projects include *Battle For Iceland*, *Raise the Bar* and *Out of Thin Air* (BBC Storyville, RUV and Netflix). Sagafilm's service department highlights include HBO Max *The Flight Attendant*, *Interstellar*, *James Bond Die Another Day* and *Batman Begins*. TV series by Sagafilm have won the Icelandic Academy Awards "Eddan" for Best Scripted Series a record 10 times.