

Mayfair announces 'Epic' return on SuperAwesome

- Epic Games acquires SuperAwesome for an undisclosed amount
- Mayfair rolls over the majority of its stake into shares of Epic Games
- Mayfair will have achieved an IRR of 43% on behalf of its investors
- Together Epic Games and SuperAwesome will build a wide range of kid-safe services

September 25, 2020: Mayfair Equity Partners ("Mayfair"), the buyout and growth investor providing capital to dynamic businesses in the TMT and Consumer sectors, is pleased to announce the sale of SuperAwesome, the leading 'kid-tech' platform, to Epic Games ("Epic"), a leading interactive entertainment company and provider of 3D engine technology.

Mayfair first invested in SuperAwesome in 2017 to facilitate the company's growth ambitions, including its entry into new markets and expansion in existing regions, as well as the development of new client solutions. Today, SuperAwesome is trusted by more than 300 top brands, including LEGO, NBC Universal and Hasbro to enable kid-safe digital engagement across advertising, community and parental consent functionality. SuperAwesome's Kids Web Services ("KWS") platform powers safe digital engagement for more than half a billion kids every month across thousands of apps, games and services.

As part of the transaction, Mayfair will roll over the majority of its consideration into Epic Games shares. At completion, Mayfair will have achieved an IRR of 43% on behalf of its investors on a realised and unrealised basis in aggregate. Full transaction details have not been disclosed.

Epic, headquartered in Cary, North Carolina, was founded by CEO Tim Sweeney in 1991. The business has since grown to be a leading interactive entertainment company and provider of 3D engine technology with more than 40 offices worldwide. Epic operates Fortnite, one of the world's largest games with over 350 million accounts and 2.5 billion friend connections. Epic also develops Unreal Engine, which powers the world's leading games and has been adopted by a growing range of industries including film and television, architecture, automotive, manufacturing, and simulation. Through Unreal Engine, Epic Games Store, and Epic Online Services, Epic provides an end-to-end digital ecosystem for developers and creators to build, distribute, and operate games and other content.

Together Epic and SuperAwesome will build a wide range of kid-safe services. SuperAwesome remains committed to supporting its existing customers and will partner with Epic to further their mission to make the internet safer for kids.

Daniel Sasaki, Managing Partner of Mayfair Equity Partners, said: *"Dylan and the team at SuperAwesome identified at an early stage that the internet was becoming unfit for children and that companies would need to take significant steps to improve their safety. Since its formation in 2013, the business has grown to power over 12 billion kid-safe digital transactions every month. By partnering with Epic Games, SuperAwesome will be able to continue its rapid growth and operate at a whole new scale. We would like to congratulate the SuperAwesome team and thank them for being such great partners."*

Tim Sweeney, founder and CEO of Epic Games, stated: *"More kids interact online than ever before and now is the time to double down on their safety. SuperAwesome is the company developers want*

to work with to make better online content for kids. We share the belief that digital experiences are better when you go the extra mile to respect privacy and we're thrilled to invest in this future alongside the talented SuperAwesome team."

Dylan Collins, co-founder and CEO of SuperAwesome, commented: *"The internet was never designed for kids, so we started SuperAwesome to make it as easy as possible to enable safe, privacy-driven digital experiences for children everywhere. Partnering with Epic Games gives us the opportunity to deliver that promise on a scale that simply wouldn't have been possible on our own. We're proud and excited to be working together to make the internet safer for kids."*

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ABOUT MAYFAIR EQUITY PARTNERS

Mayfair Equity Partners is a buyout and growth capital investor providing capital to dynamic businesses in the TMT and Consumer sectors. Its primary focus is on building strong partnerships with exceptional management teams. Mayfair is an investor in OVO Group, a technology-enabled market leader in the retail energy space, Parcel2Go, the UK's leading online marketplace for parcel delivery and international freight shipping services, and Ultraleap, a global provider of haptic and hand tracking technology which enables virtual objects to be felt and controlled in mid-air with bare hands.

ABOUT SUPERAWEOSOME

SuperAwesome powers the children's internet. The company has pioneered the kidtech market: technology which delivers digital functionality with a 'zero-data' design to ensure total safety and privacy for children. The company's technology is used by hundreds of brands and thousands of apps and digital services to enable kid-safe digital engagement across advertising, community and parental consent. Every month, SuperAwesome's platform powers over 12 billion kid-safe transactions, ensuring compliance with laws like COPPA, GDPR-K and Age Appropriate Design Code.

SuperAwesome has offices in London, New York, LA and Chicago. Founded by serial entrepreneur Dylan Collins, the company is backed by investors including Mayfair Equity Partners, Microsoft's M12 Ventures, Hoxton Ventures and Harbert European Growth.

ABOUT EPIC GAMES

Founded in 1991, Epic Games is an American company founded by CEO Tim Sweeney. The company is headquartered in Cary, North Carolina and has more than 40 offices worldwide. Today Epic is a leading interactive entertainment company and provider of 3D engine technology. Epic operates Fortnite, one of the world's largest games with over 350 million accounts and 2.5 billion friend connections. Epic also develops Unreal Engine, which powers the world's leading games and is also adopted across industries such as film and television, architecture, automotive, manufacturing, and simulation. Through Unreal Engine, Epic Games Store, and Epic Online Services, Epic provides an end-to-end digital ecosystem for developers and creators to build, distribute, and operate games and other content.