



Asmodee and Asterion merge to develop Italian Board Game Market.

Guyancourt (France); Correggio (Italy); February 10th.

Founded by Massimo Bianchini and Luca Cattini, Asterion publishes and distributes boardgames. The company has distributed most of Asmodee's games since 2010, when the Italian version of Dixit was launched. The strong connection and close relationship between the two companies as well as their shared perspective on the future of boardgames in Italy enabled an open dialogue that led to the purchase of Asterion by Asmodee.

Thanks to this operation, Asmodee will now have a direct access to the 5th most important Game market in Europe. It is a great opportunity to bring new games on the market and also to increase the awareness of key items like Dobble, Splendor, Dixit, 7 Wonders, Ticket to Ride, Fantasy Flight Games and all Asmodee's partner games.

Asmodee will now have his 8th local entity in the world (after France, UK, US, Belgium, Germany, Spain and China).

Asterion will benefit of Asmodee means and experience to bring the company to a new dimension. Asmodee marketing model and catalogue will be important assets for Asterion's growth in a market eager to access to new modern games for kids, family and gamers.

"We are very excited to enter the Italian market with our Asterion partner. We are convinced that our catalogue and their enthusiasm and professionalism will bring our boardgames and those of our publishing partners to a new level" said Stéphane Carville CEO of Asmodee Group.

"Now being part of Asmodee Group, Asterion will be able to address from the independent toy stores to the most important chains inside the hobby and specialized channels. Asterion maintains a very high standard of efficiency and service thanks to the 7 people composing its staff. With gamers at the heart, the centerpiece in Asterion philosophy are customer care and organized play" said Luca Cattini and Massimo Bianchini, Owners of Asterion.

Luca Cattini (Sales) and Massimo Bianchini (Product and Marketing) will be the two country managers and the office will remain in Correggio.

Asterion Press is a leading distributor on the Italian market for family and hobby boardgames such as Dobble, Dixit, Jungle Speed, Timeline, Ticket to Ride, 7 Wonders, Seasons, Twilight Struggle, Pandemic and many others. In a very short period of time Asterion has been able to set agreements and to distribute important publishers such as Fantasy Flight Games, Matagot, Repos, Kosmos, GMT. The offices and warehouse are located in Via Martiri di Cervarolo 1/B, 42015 Correggio (RE), Italy.

Asmodee Group is a leading international games publisher and distributor with operations located in Europe, United States and China. Asmodee's best known titles, either published or distributed on behalf of key publishing partners, include Ticket to Ride, Splendor, 7 Wonders, Dixit, Takenoko, Abyss, Timeline, Dobble, Jungle Speed, Werewolves of Millers Hollow... In some European countries, Asmodee distributes also trading card games such as Pokemon, Magic and Yu-Gi-Oh!. Asmodee's head office is located at 18 rue Jacqueline Auriol, 78041 Guyancourt France.