



Press contact: CICOMMUNICATION
Marion FELIX
Catherine ISNARD
Tél. +33 1 47 23 90 48
felix@cicommunication.com

Asmodee increases sales by 39.5% in 2016

Guyancourt, 30 March 2017. The Asmodee Group, a leading international games publisher and distributor, has announced highlights for the year 2016. The group's strong performance in 2016 was marked by **expanded editorial content** among all segments across all of its target regions, along with an **increased international presence**, chiefly in the US, as well as **further development in digital products**.

The Asmodee Group recorded **sales of EUR 377.2 million** in 2016, with **75%** of turnover generated **internationally**, creating an **increase of 39.5% year-over-year, due mainly to strong organic growth of 18.5%** (like-for-like and at constant exchange rates).

Pro forma 2016 sales, including acquisitions made at the end of last year, were EUR 402 million.

2016 Highlights

- **Creation of Catan Studios** dedicated to worldwide intellectual property (IP) development, through the acquisition of brand, publishing and operating rights for the English-language version of the **Catan** game;
- **Acquisition of Bergsala Enigma**, a leader in board game and collectible card game distribution in Scandinavia (Denmark, Sweden, Norway and Finland) and the Netherlands;
- **Acquisition of the North-American Group F2Z Entertainment Inc.**
 1. Global reinforcement of the IP catalogue with the Pandemic range and the French and English versions of Carcassonne,
 2. Acquisition of the US studios Z-Man Games and Plaid Hat Games, creating a US division composed of 4 major studios,
 3. Opening an Asmodee distribution unit in the Canadian market
- The expansion of Asmodee businesses in Germany, Spain and France through the **acquisition of board games publishers and distributors Heidelberger Spieleverlag, EDGE Entertainment and Millennium**.

Asmodee CEO Stéphane CARVILLE said: *"2016 once again saw the deployment of our strategy adopted over the past few years, with the support of our shareholder Eurazeo. We continued expanding our intellectual property portfolio, through the acquisition of globally renowned names, in order to continue offering players throughout the world unique, innovative and high-quality games. We also acquired cutting-edge international studios and strengthened our regional presence in the global games market"*.

As a final note, in 2016, the company has again confirmed its position as a **major player in the global board games segment, gaining significant market share¹ across all of its key regions.**

(1): Source: NPD France, UK, USA, Germany, Belgium and Spain - excluding independent stores

About Asmodee

Asmodee Group is a leading international games publisher and distributor with operations located in Europe, North America, and China. Asmodee's best known titles, either published or distributed on behalf of key publishing partners, include Catan, Ticket to Ride, Splendor, Dobble/Spot it!, Star Wars: X-Wing, 7 Wonders, Dixit, Takenoko, Abyss, Timeline, Jungle Speed, The Werewolves of Miller's Hollow. In some European countries, Asmodee also distributes trading card games such as Pokemon, Magic, Yu-Gi-Oh! Asmodee has headquarters in Guyancourt, France.