

Press release

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ASMODEE ACQUIRES THE WORLDWIDE ENGLISH-LANGUAGE LICENSED PUBLISHING, COMMERCIAL AND BRAND RIGHTS TO CATAN FROM MAYFAIR GAMES AND CREATES CATAN STUDIO DEDICATED TO THE DEVELOPMENT OF THE BRAND CONTENT

The award winning Catan board game, invented in 1995 by Klaus Teuber, has sold more than 23 million copies (including expansions) and is translated into 35 languages. For 20 years, this game has been bringing modernity to the classic gameplays through developing innovative game experiences and social interactions. This long lasting success enables Catan to be recognized as an internationally established brand, with English-language today representing over 50% of the worldwide yearly sales.

In line with the recent acquisitions of Dobble/Spot-It! and the board game publishers Days of Wonder and Fantasy Flight Games, this acquisition is a principal part of Asmodee's strategy of expanding its intellectual property portfolio and international presence to continuously offer the most innovative and leading games to the international gaming community and broaden access to games to the largest possible audience. Over the last two years, the Asmodee Group has accelerated its international growth, now representing 67% of the group sales (of which more than 30% in the US), versus 48% in 2013. After a transitional period during which Mayfair Games will continue the distribution of English version of Catan, Asmodee North America for the U.S. and its partners outside of the U.S. will handle distribution.



Stéphane Carville, CEO of Asmodee Group said: *"I am very proud and honored that through this acquisition, we are becoming a major partner to Catan GmbH and the Teuber family, with whom we share common values and vision for Catan and for board games. Our commitment is to highly contribute alongside Catan GmbH and their partners in pursuing the growth of the Catan brand through our new studio, Catan Studio Inc. steered by Pete Fenlon and his team. With Catan we are expanding our IP portfolio with an absolutely iconic board game and brand, one that will join and strengthen the gaming experience we provide."*

Guido Teuber of Catan GmbH added: *"As we celebrate Catan's 20th anniversary, we are proud to announce this very strong partnership with Asmodee Group. We are excited about the prospect of adding Asmodee's special talents, strong crew, and deep, global structure into the Catan program. Alongside Catan Studio we will focus on an even closer collaboration with international publishing partners, especially Kosmos Verlag and USM, to strengthen and broaden the overall Catan story and experience worldwide."*

Peter C. Fenlon, CEO of Catan Studio, said: *"My team and I are proud to join the Asmodee Group and Stéphane Carville, with whom we share a common vision and strategy for the development of Catan. The creation of Catan Studio is a prelude to the further development and growth of the Catan brand. We are thrilled about the prospect of adding our powerful brand-development team to Asmodee's energy, resources and group capabilities."*

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.

About Catan GmbH

Catan GmbH is based in Germany and specializes in the development and licensing of entertainment concepts. The company's focus is on developing and marketing the world-renowned Catan family of board and card games. Catan GmbH works closely with its trusted publishing and development partners, particularly Catan Studio, Asmodee, Kosmos and USM, all of whom share a creative, cooperative and comprehensive strategic vision regarding the Catan brand development.

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