



Press release

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ASMODEE ACQUIRES PLAN B GAMES GROUP

Asmodee, one of the world leaders in board game publishing and distribution, announces the acquisition of Plan B Games Group, an important player in the board gaming industry.

Founded in 2016 by Sophie Gravel, with 18 employees based in Canada and Germany, the group operates 4 internationally renowned game publishing companies: *Next Move*, *Plan B Games*, *Pretzel Games* and *Eggertspiele*. The group publishes successful titles that have won or been nominated for top industry awards including *Spiel des Jahres* and *Kennerpiel des Jahres*.

With over 2 million copies sold worldwide, and available in 35 languages, *Azul* has received several awards, most notably, *Spiel des Jahres*, *Deutscher Spiele Preis* and *l'As d'Or* in 2018. The reasons behind the game's success include its accessibility, superb materials, and a particularly aesthetic design.

Plan B's other multi-award-winning games include *Camel Up*, winner of the *Spiel des Jahres* 2014; *Century Spice Road*, a trilogy translated into 23 languages and winner of the Golden Geek Best Card Game in 2017; and, *Great Western Trail* ranked one of the 10 greatest games of all times on industry benchmark website *BoadGameGeek.com*.

Sophie Gravel, CEO of Plan B, comments: *"I am delighted to see the Plan B Games family become part of the great Asmodee team. Their tremendous network will offer our collections a broader distribution base as well as a bigger community of players worldwide. We will continue to strive to publish games taking the same care and attention to detail that has always been our driving force. Our goal remains the same: to offer unforgettable playing experiences, both through the depth of our gameplay and premium quality materials."*

Stéphane Carville, CEO of Asmodee, adds: *"The Plan B group has demonstrated, year after year, its creativity and sense of aesthetics, in creating highly successful games such as Azul, which naturally finds its place amongst our Pillar brands alongside Catan and Ticket to Ride. We are very pleased that Sophie Gravel and her teams, with whom we have developed a close partnership through the years, will be joining our group and participating in the development of our games catalogue"*.



Plan B games are exclusively distributed by Asmodee in Canada.

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, Timeline, Unlock!, The Werewolves of Miller's Hollow. In some European countries, Asmodee also distributes trading card games such as Pokémon, Magic, Yu-Gi-Oh! Asmodee has headquarters in Guyancourt, France.