



# Press release

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## ASMODEE ACQUIRES THE DIGITAL PLATFORM, “BOARD GAME ARENA” TO PURSUE INNOVATION IN BOARD GAMES ACROSS THE GLOBE.

Asmodee announces the acquisition of Board Game Arena (BGA), a digital multiplayer board game platform. This acquisition will accelerate the online release of Asmodee games anticipated by players within the gaming community and grow awareness about BGA among consumers.

Founded in 2010 by Grégory ISABELLI and Emmanuel COLIN, BGA has emerged as the global leader in online board games. The platform provides official online versions of more than 250 games, supported in 40 languages, to more than 5 million members around the world. The platform’s extensive and regularly updated catalog includes popular Asmodee titles, like Carcassonne (published by Hans Im Glück and Asmodee), Jaipur and 7 Wonders (of which more than 4 million games have been played online since its release on the platform in 2018).

Since its creation, BGA has seen continuous growth and in 2020 registered a 600% increase, a sign of the gaming community’s commitment to the hobby, and of the growing popularity of board games among consumers, whether played at home with family, or remotely. To support its growth and development, BGA’s management team has chosen to join Asmodee. The two companies have worked together for several years and this natural progression will allow Asmodee to expedite the availability of its key titles on the platform.

Grégory Isabelli and Emmanuel Colin, BGA cofounders, comment: *“Working with Asmodee allows us to continue our growth, with a partner that shares our love and passion for board gaming. Asmodee fulfills a sine qua non criteria for us: that BGA is always run by board game fans, whose core business is board gaming.”*

*“Our growth is based on one crucial commitment: offer the best gaming experience to consumers and bring our brands to the widest audience”,* said Thomas Koepler, Head of Strategy at Asmodee. *“An online platform that allows players from all over the world to meet, play their favorite games together, or discover new games dovetails naturally with our impressive catalogue of physical board games. Skull and Splendor will be the first of*



*a long list of Asmodee releases on the platform in the coming weeks: we hope that players enjoy them!"*

As with other Asmodee entities, BGA will remain completely independent, with current management remaining at the helm. Pricing policies and the editorial line remain unchanged, with BGA continuing, as always, to rely solely on the quality and popularity of games, offering its services to all publishers and market players.

**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.

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