

August 12th, 2019

## ASMODEE CANADA ACQUIRES LION RAMPANT IMPORTS

**Rigaud, QC** – August 12, 2019. Asmodee Canada, the country's leader in game publishing, sales, marketing, and distribution, announced today that it has acquired Ontario-based Lion Rampant Imports, one of the largest distributors of bestselling hobby adventure games in Canada. The coming together of these two leaders in tabletop gaming will allow for better service to Canadian retailers and increase access to popular titles, reinforcing Asmodee's commitment to provide the best in games and stories to homes across the country.

"I have a great deal of respect for Ross Fleming and his company, Lion Rampant and we are thrilled to bring them into the Asmodee family", said Asmodee CEO, Jayson Pickford. "There is a lot of synergy between the two companies, with Asmodee being particularly strong in Quebec and among major retailers, and Lion Rampant having a solid reputation with the core and hobby segment in Western Canada. Bringing them together will allow us to leverage these assets, strengths and best practices and improve service to retailers from coast to coast."

The acquisition took effect on August 8, 2019, and the integration of the two companies will happen over the next several months. Jayson Pickford will continue to lead the company and Ross Fleming, with his unique expertise and understanding of the core and hobby segment, will stay on as Director of Lion Rampant. Rose Kriedemann, COO at Lion Rampant, will pursue new opportunities and projects. Within the new structure, Pickford and Fleming will work closely to ensure a seamless transition and to allow Asmodee Canada to continue its growth momentum.

"I'm very happy that Lion Rampant will join Asmodee. We had previously worked together for 10 years through FFG and are excited to take our partnership to the next level", said Fleming. "The two companies complement each other, both in terms of product offering and geographical location, and this deal will allow for better access to Lion Rampant's favourite games, specifically within the Quebec market."

As part of the restructuring process, Asmodee Canada has made two significant appointments. Patricia Mainville, who has been with Asmodee Canada for the past three years as Director of Finance, has taken on the role of Vice-President of Finance. Gabrielle Smits, formerly with FedEx Supply Chain, joins the team as Human Resources Director to support the integration of the new business structure.

### About Asmodee Canada

Asmodee Canada is a publishing, sales, marketing, and distribution arm of the global Asmodee Group, a leading international company dedicated to bringing great games and amazing stories to all corners of the world. Asmodee Canada represents the strongest portfolio of board games in the industry, including such favourite titles as *Catan*, *Dixit*, *Spot It!*, *Splendor*, *Pandemic*, *Dead of Winter*, *Ticket to Ride*, *X-Wing™*, and many more.

### About Lion Rampant Imports

Lion Rampant Imports is a full-service game distributor operating out of Brantford, Ontario, Canada. The company was founded in 1992 and had since grown into one of Canada's largest distributors of Hobby Adventure games. The company also holds a significant portfolio of family board games, educational games, strategy games, dice, paints, collectible games, and miniature games, the most notable of which are *Magic: The Gathering™*, *Dungeons & Dragons™*, *Codenames*, *Ghost Blitz*, *Saboteur*, *Unstable Unicorns* and many more.

**asmodee**  
CANADA

Asmodee Canada  
450-424-0655  
sales@asmodeeCA.com  
www.asmodee-canada.com  
31, rue de la Coopérative, Rigaud (Québec) J0P 1P0