



Press release

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ASMODEE ENTERTAINMENT MAKES KEY APPOINTMENT

2019 was a very busy first year at Asmodee Entertainment, the licensing, entertainment and publishing arm of global games publisher Asmodee. With the establishment of Aconyte Books and a number of exciting deals announced including with Marvel Entertainment, Welbeck Publishing, Simon and Schuster and Escape Games Canada, a lot has happened.

Building on the successes of 2019, Asmodee Entertainment is delighted to announce that Alexander Thieme has joined the business in the role of Licensing Manager. A twenty-year sales, licensing and marketing veteran of the games industry, Alexander joins Asmodee Entertainment from Games Workshop and will principally be focusing on European licensing opportunities across Asmodee's many world-class game brands such as Catan, Ticket to Ride, Pandemic, Arkham Horror, Keyforge and Legend of the Five Rings.

Based at Asmodee Entertainment's head office in the UK, Alexander will be pushing ahead with many opportunities in the licensed publishing, collectables and other consumer products categories, working closely with Asmodee Entertainment's LA-based SVP of Business Development Darren Kyman, who is focusing on developing Asmodee's wealth of intellectual properties for TV, film and other media opportunities.

Andy Jones, Head of Asmodee Entertainment said:

'Asmodee's mission is to bring the world Great Games and Amazing Stories. At Asmodee Entertainment we are building on the stories of the renowned Asmodee game titles that



fans know and love as we take them into many new and exciting spaces – from novels, graphic novels and partworks through to apparel, escape rooms, TV and film! There really is so much to go at and we are delighted to welcome Alex into the team as he brings us the ability to better focus on the great partnerships we will be building across Europe’.

About Asmodee Entertainment

Asmodee Entertainment is a newly formed platform of games publisher and distributor Asmodee. Its mission is to extend Asmodee’s leading intellectual properties into TV/film, book and comics publishing, location based-entertainment, and consumer products, working in parallel with sister platforms Asmodee Boardgames and Asmodee Digital. Asmodee Entertainment will reach many new audiences and further delight existing fans through the creation of compelling story and character content set in Asmodee’s vibrant game universes. By establishing best-in-class partnerships across the full spectrum of opportunities, Asmodee Entertainment aims to create truly global intellectual properties and brands.

About Asmodee

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with over 34 million games sold in more than 50 countries. Through our portfolio of iconic game titles, including *Catan*, *Ticket to Ride*, *Pandemic*, *Dead of Winter*, *Splendor*, *KeyForge*, *Dobble/Spot it!* and *Star Wars: X-Wing*, we create a dynamic transmedia experience for players across a variety of digital and physical platforms. Asmodee also creates inspiring and innovative products in partnership with leading entertainment and technology companies. Asmodee operates in Europe, North America, South America and Asia and is headquartered in Guyancourt, France. Learn more at corporate.asmodee.com.

Press Contacts at Asmodee Entertainment

Anjuli Smith: a.smith@asmodee.com