

Press release

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ASMODEE ENTERTAINMENT APPOINTS EUROPEAN MEDIA DEVELOPMENT MANAGER



Building on the successes of 2020, Asmodee Entertainment are pleased to announce that Etienne Bonnin has joined the team in the role of Senior Manager, Media Development and Licensing. Etienne will be based in Paris and reporting into Darren Kyman, SVP, Business Development for Asmodee Entertainment, which is led by Managing Director, Andy Jones.

Etienne has spent the past 15 years at Glénat Editions SA, the largest independent book publisher in France. In his role as Rights and Licensing Director at Glénat, Etienne has been running the licensing department and negotiated all rights formats (translations, Film/TV, podcast, merchandising, partworks) globally for all of the Glénat group's catalogues: comics & graphic novels, children's books and illustrated books.

Darren Kyman, SVP of Business Development for Asmodee Entertainment said: *'Given our well-established global presence and diverse catalogue of leading IPs, it was important for us to have a dedicated media development and licensing manager based right in the centre of Paris. With his years of experience in both media development and IP licensing at Glénat, we are delighted to welcome Etienne aboard.'*



Press Contacts at Asmodee Entertainment

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About Asmodee Entertainment

Asmodee Entertainment is a platform of games publisher and distributor Asmodee. Its mission is to extend Asmodee's intellectual properties into TV/film, novels and comics, location based-entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. Through best-in-class partnerships across the full spectrum of opportunities, Asmodee Entertainment will create truly global intellectual properties and brands. For more information visit asmodee-entertainment.biz.

About Asmodee

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with over 39 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.