



Press release

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ASMODEE ANNOUNCES PARTNERSHIP WITH EVENT MERCHANDISING LTD. FOR *ARKHAM HORROR*, *LEGEND OF THE FIVE RINGS*, AND *TWILIGHT IMPERIUM* FAN SHOPS

London, UK/Nottingham, UK. Event Merchandising Limited (EML) and Asmodee Entertainment have entered a licensing partnership to bring one-stop-shops for all things merchandise for Fantasy Flight Games Studio's *Arkham Horror*, *Legend of the Five Rings*, and *Twilight Imperium* to fans in locations around the world. This partnership is an example of Asmodee Entertainment's push to expand the merchandise offerings available to fans of some of their biggest hobby game brands.

"These are exciting times for us and for fans of these brands. For over two decades these three rich and fascinating universes have gathered fans who cherish diving into adventures in these worlds – they are a true passion for many and part of their identity. It's about time that we enabled them to express their fandom beyond the games. Novels from Aconyte made a start of this expansion, merchandise now follows. And we couldn't have found a better partner for this than EML!" says Alexander Thieme, Licensing Manager for Consumer Goods and Publishing at Asmodee Entertainment.

Initially opening in the UK in Q4 2021 these online stores will feature specially designed apparel, accessories and homewares such as pillows and mugs. The first of these exciting launches is planned for Q4 2021 and products will be available online. Fans can expect more exciting products to be added to the stores regularly after launch.

Jeremy Goldsmith of Event Merchandising said "Asmodee have created amazing, captivating content and artwork and we are delighted to be designing and operating the online store for *Arkham Horror*, *Legend of the Five Rings*, and *Twilight Imperium* along with



a selection of key product lines.”

More details will be announced soon.

About Event Merchandising Limited

Event Merchandising, with headquarters in London is a worldwide merchandise company. Event Merchandising services range from designing and manufacturing creative products to retailing at live events, devising pop-up superstores and running online shops globally. Established for over 35 years, Event Merchandising works in partnership with some of the world’s most recognized gaming, influencers, film, sports, music and entertainment brands. For more information visit eventmerchandising.com.

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 tens of millions of games sold in more than 50 countries. Through our portfolio of iconic game titles, including *Catan*, *Ticket to Ride*, *Pandemic*, *Dobble/Spot it!*, *Arkham Horror*, *Splendor*, *KeyForge*, 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.

About Fantasy Flight Games Studio

Fantasy Flight Games (FFG) is a pioneering publisher of board games, Living Card Games®, roleplaying games, miniature games, and digital games. Established in 1997, FFG has earned a reputation for its top-level production values, epic themes, and immersive gameplay. Many of FFG’s most popular titles are based on beloved licenses such as Marvel, Star Wars, George R.R. Martin’s *A Song of Ice and Fire*, and J.R.R. Tolkien’s *The Lord of the Rings*. In addition, FFG has its own proprietary licenses such as *Arkham Horror*, *Android* and *KeyForge*. Throughout the course of the company's history, FFG has published games in over thirty languages and distributed games to more than fifty territories. Fantasy Flight Games is a subsidiary of Paris-based Asmodee Group, a leading global publisher of games. For more information, visit FantasyFlightGames.com.

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