



# Press release

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## ASMODEE ENTERTAINMENT ANNOUNCES PARTNERSHIP WITH JUST FUNKY FOR CATAN MERCHANDISE

**Richfield, OH/Nottingham, UK.** Asmodee Entertainment is pleased to announce an agreement with Just Funky LLC for a range of fan-focused homewares and accessories based on the hugely successful CATAN tabletop gaming brand.

CATAN is one of the best-known and most-loved brands in tabletop gaming. Now one of the world's most popular modern board games is set to become a true lifestyle brand following the announcement by Asmodee Entertainment of a wide and growing range of licensing agreements across categories. Their latest agreement is with Just Funky, a leading gift and collectibles manufacturer, to produce a range of CATAN merchandise that will allow fans to express their love of this bestselling board game.

"As someone who loves to play CATAN, I'm very excited about kicking off our new partnership with Asmodee Entertainment!" said Angie Hoyer, Senior Licensing Manager at Just Funky.

Just Funky plans to release a range of homeware and accessories, so CATAN fans can display their passion through items as varied as coasters, glassware, wall art, throw blankets, lamps, tote bags, lanyards, stationery and more.

With more than 10 years of experience developing licensed products alongside major gaming brands, and recently nominated for Licensing Excellence Award for their range of Dragon Ball Z inspired tableware, Just Funky is the perfect partner for the project.

"CATAN is a cherished part of millions of people's social lives," says Alexander Thieme,



Licensing Manager for Consumer Products at Asmodee Entertainment. “Building a new world on the untouched island of Catan, haggling for resources, and fun around the table are things I would have loved to express in other areas of life back in my very active CATAN days. It is wonderful to have Just Funky on board to help make CATAN a true lifestyle brand. We love their products and can’t wait to see what they will come up with to excite the fans.”

The first items in Just Funky’s new CATAN product line are planned to launch in 2022.

#### **About Just Funky**

Just Funky is a premiere manufacturer of licensed and private label merchandise for the mainstream retail market, with over 40 years' experience in manufacturing, licensing, retail and creative development in such. Just Funky strives to create the very best beverageware, impulse/novelty, and décor. We are a team of people who think differently but with one common goal — to create amazing products that resonate with the fans. For more information visit: [www.justfunky.com](http://www.justfunky.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](http://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](http://corporate.asmodee.com).

#### **About CATAN GmbH**

CATAN GmbH is the IP owner of the popular CATAN® brand. Today, its primary product is the CATAN board game — a contemporary classic. The CATAN brand universe encompasses an array of expansions, extensions, scenarios, standalone games, digital adaptations, stories, merchandise and other consumer products. CATAN is available in over 40 languages and has sold over 35 million units worldwide since it was first published in 1995.

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