



Press release

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ASMODEE ENTERTAINMENT SIGNS PARTNERSHIP WITH FANATTIK

Goostrey, UK / Nottingham, UK. Fanattik the award-winning gift and collectibles licensee has signed a multi-territory three-year licensing deal with Asmodee Entertainment, one of the biggest board game companies in the world.

The licensing agreement covers some of Asmodee's biggest titles including *Legend of the Five Rings*, *Twilight Imperium*, *Arkham Horror* and *Ticket to Ride*, a board game that has sold over 10 million copies alone.

The Fanattik ranges will be supplied to leading pop culture retailers throughout the UK, Europe and beyond.



"Tabletop gaming was already a growth area pre-pandemic, when lockdown hit demand went through the roof and continues to remain high for related product. We believe we are best in class when it comes to fan-focused gifts and collectibles, so Asmodee as a market leader, is a natural partner for us and the retailers we supply." Anthony Marks, M.D Fanattik.

"Anthony and I were of the same mind when we first started talking at BLE 2021." Says Asmodee Entertainment Licensing Manager, Alexander Thieme. *"Fanattik's products are both creative and of a high quality that comes at reasonable price points. When we honed in on the brands we ended up with a wider selection to offer Retailers a brand spectrum. I'm delighted that we can finally announce our cooperation now and I can't wait to see the products coming from it."*

Fanattik is a licensee for some of the biggest film and video game studios in the entertainment world including Konami, Hasbro, Universal Studios, Bethesda, Capcom, Paramount Studios, Microsoft and many others. The company also creates exclusive product for retailers with DTR licenses as well as being a distributor for gift ranges featuring Star Wars and Marvel.



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, an Embracer company since March 2022, is an entertainment leader specialized in boardgames, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2300 people, players around the world enjoy one of the largest boardgame IP catalog with Catan, Ticket to Ride, Dobble/Spot it!, Exploding Kittens and 365 more across a variety of digital and physical platforms.

Headquartered in France (Guyancourt), Asmodee operates across Europe, North America, South America and Asia.

For more information : <https://corporate.asmodee.com/>

About Days of Wonder

Days of Wonder develops and publishes unique games in their genre. The company's "Play Different" slogan reflects its vision of publishing: Days of Wonder limits its productions to very few new games, focusing on quality rather than quantity, and developing highly refined digital adaptations. The unparalleled successes—such as Ticket to Ride®, the world's best-selling train game; Small World® and its epic conquests in a fantastic universe; and Memoir '44®, the World War II reference game with over twenty expansions—motivate Days of Wonder to raise the bar ever higher. Days of Wonder board games are distributed in 40 countries and their digital versions are available on the App Store, Google Play, Steam, and the Days of Wonder website at www.daysofWonder.com

About Fantasy Flight Games

Fantasy Flight Games (FFG) is a pioneering publisher of hobby board and card games, including trademarked Living Card Games®. Established in 1995, FFG has earned a reputation for its epic themes, immersive gameplay, and top-level components. Many of FFG's most popular titles are based on beloved licenses such as Star Wars™, Marvel, J.R.R. Tolkien's The Lord of the Rings, and George R.R. Martin's A Song of Ice and Fire. In addition, FFG has its own iconic universes such as Arkham Horror Files, KeyForge, Terrinoth Legends, and Twilight Imperium.

Throughout the course of the studio's rich history, FFG has published games in over thirty languages and distributed to more than fifty territories. Fantasy Flight Games is a subsidiary of Paris-based Asmodee Group, a leading global publisher of tabletop games. For more information, visit www.FantasyFlightGames.com

About Fanattik

Fanattik is a licensee for Microsoft, Konami, CBSViacom, Capcom, Hasbro, Universal Studios, Studio Canal and many more. Fanattik has won numerous awards with the latest being a Business Masters Award under the category 'Best Family Business'. The Fanattik premium SpongeBob Squarepants bottle opener was nominated for Gift Of The Year 2022.

Fanattik supplies pop culture retailers throughout Europe, North America, Australasia and MENA territories via its own offices and network of distributors. For further details email hello@wearefanattik.com