



Press release

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ASMODEE SIGNS LICENSING PARTNERSHIP WITH THE SCOUTS

West Sussex, UK / Nottingham, UK. Scout Store, a subsidiary of the Scout Association in the United Kingdom, has entered into a licensing partnership with Asmodee to develop a range of licensed Dobbly-as-Scout merchandise based on Zygomatic Studios' most popular game, *Dobble*. The partnership also includes the creation of a special Scout version of the *Dobble* game, which will be developed in parallel by Asmodee.

"This new license agreement signed with Asmodee is the culmination of Scout Store's license strategy: partnering with a globally recognised company whose values and ethos align with our Scout values. As an integral part of our strategy, we believe that a Scout version of the famous *Dobble* will help our customers and members relate to the products and therefore increase their connection and experience while playing the game. We are delighted to see that our new friends at Asmodee also share this vision and we can't wait to see the new range of Scout Dobbly products in the market" states Thomas Robertson, Scout Store's Managing Director.

Pairing Zygomatic Studios' *Dobble* brand, one of the best-selling games in the UK, France and many other countries, with the esteemed Scouts brand is a move by Asmodee Entertainment to flex the reach of one of its largest family brands. This partnership puts *Dobble* next to other well-known brands with which the Scout Store has partnered such as Hello Kitty and The Smurfs.

"Helping this partnership to become reality has been a great honour and joy. The upcoming range of merchandise and the game itself will undoubtedly bring lots of joy to *Dobble* fans in the UK and be instant collectibles no doubt." Comments Alexander Thieme, Licensing Manager at Asmodee Entertainment.

Expected to release in Spring 2023, the game and merchandise will be available to fans online throughout the United Kingdom.



About Asmodee Entertainment

Asmodee Entertainment is the outbound licensing and book publishing platform of Asmodee, the global games publisher and distributor. 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 Zygomat

Board game publishing studio Zygomat was founded in 2016 in Paris, France. Part of Asmodee group, a major player in the board game industry, the studio manages and grows iconic brands such as Dobble/Spot it!, Werewolves of Miller' Hollow, Jungle Speed, Timeline, Rory's Story Cubes and many more! In addition, the Zygomat Team also develops new games to share fun and unforgettable moments with friends and loved ones.

About Scout Store – Scouts

Scout Store is owned by the Scouts and is the dedicated and official retailer for all Squirrels, Beavers, Cubs, Scouts, Explorers and Network uniform. We complement this with a full range of casual clothing, a range of associated gifts and outdoor equipment.

We work with the Scouts to develop and produce all the badges for the movement and have the most up to date ranges available. Our aim is to invest in Scouting: in the future of the movement and in the future of our young people, therefore all our proceeds are returned to The Scout Association. In doing so we contribute and guarantee that the outstanding work they do creating #skillsforlife can continue both locally and nationally.

www.shop.scouts.org.uk/

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