

# EMBRACER+ GROUP

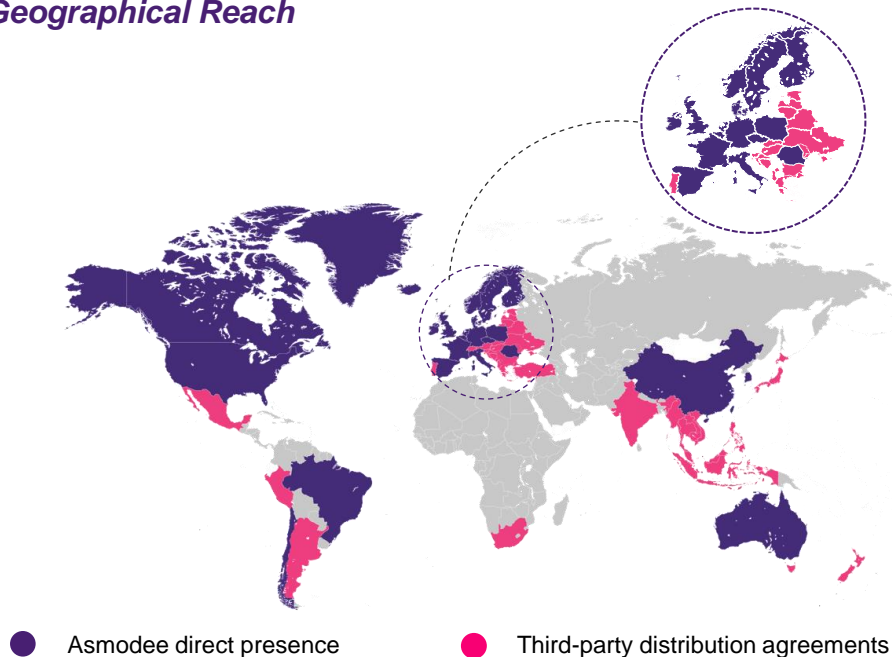
Asmodee – Company Overview

# Asmodee at a Glance: A Leading Global Board & Trading Card Games Platform With a Portfolio of Owned & Licensed Blockbuster IPs

## Company Overview

- Global publisher and distributor of physical and digital board and trading card games, headquartered in Paris and established in 1995
- Operates 23 fully owned studios with 300+ IPs and 950+ games as of Dec-23, supported by licensing and distribution partnerships with top-tier IPs and entertainment companies

## Geographical Reach



300+ owned IPs incl. e.g.

CATAN

7 WONDERS



TICKET TO RIDE

Dixit



[...]

## KPIs



€1.3bn Net Sales LTM<sup>1</sup> Dec-23



Mid to High Single Digit Growth



16% Adj. EBITDA Margin LTM<sup>1</sup> Dec-23



40+ Bolt-On Acquisitions in History



Market Access to 130+ Countries of Which 22 With Direct Presence

# Only Global Player Combining Internal Publishing Capabilities and 1st & 3rd Party Distribution Across All Retail Channels

## Asmodee's Presence Across the Value Chain



**Asmodee is the only player in the market that simultaneously publishes games and distributes both its own and third-party games to retailers**

# Fast Paced M&A Activity With 40+ Companies & IPs Acquired and Successfully Integrated in the Last 9 Years

*Asmodee Has Been an Active Yet Disciplined Aggregation Platform With a Consistent Track-Record of Low-Risk Proprietary Acquisitions Negotiated Bilaterally and Executed Successfully*

	2014	2015	2016	2017	2018	2019	2020	2021	2022
Acquisitions	3	3	8	2	10	6	3	4	2
IPs & studios	✓	✓	✓	✓	✓	✓	✓	✓	✓
Local distribution		✓	✓		✓	✓			✓
Interactive & new biz	✓		✓			✓	✓	✓	

Select studio acquisitions generating future IPs



Dozens of IPs acquired incl. iconic brands such as



Select acquired distribution units accelerating market reach



**EMBRACER<sup>+</sup>**  
**GROUP**