



Ubisoft® reports first-half 2009-10 sales

- **Second-quarter sales at €83 million in line with targets**
- **2009-10 guidance confirmed**

Paris, November 4, 2009 – Today, Ubisoft reported its sales for the six months ended ended September 30, 2009.

Sales

Sales for the first half of 2009-10 came in at €166 million, down 51.7%, or 52.0% at constant exchange rates, compared with the €344 million recorded for the same period of 2008-09.

Second-quarter sales totaled €83 million, representing a decrease of 52.8% (53.1% at constant exchange rates) compared with the €175 million posted for the second quarter of 2008-09. This performance is in line with Ubisoft's previously issued guidance of around €80 million.

The main titles during the quarter were *Call of Juarez®: Bound In Blood* – which has now sold-in close to 900,000 units over two fiscal quarters – as well as several Nintendo DS™ and Wii™ games such as *Teenage Mutant Ninja Turtles® Smash Up*, *The Price is Right® 2*, *Battle of Giants™: Dragons* and, in certain countries *Cloudy with a Chance of Meatballs* and *Academy of Champions™*.

Outlook

2009-10 guidance confirmed and first indications provided for the expected first half 2009-10 current operating result

Ubisoft is confirming its targets for full-year 2009-10, namely sales of around €1.040 billion and current operating income before stock-based compensation representing at least 7% of sales.

Based on currently available data, and essentially due to the sharp decrease in sales during the period, Ubisoft expects to report a current operating loss for first-half 2009-10 of around €80.0 million, compared with current operating income of €33.0 million for the first six months of 2008-09.

Ubisoft anticipates a significant increase in sales in the second half of the fiscal year (around 22%) and a profit margin of minimum 17%, thanks to a product mix weighted with high-contribution titles.

Sales for the third quarter of 2009-10

The third quarter of 2009-10 will be the most important quarter in Ubisoft's history, with the following main releases:

- *Assassin's Creed*[®] 2 for Xbox 360[®], PLAYSTATION[®] 3, Nintendo DS[™] and PSP[™]
- *James Cameron's Avatar*[™]: *The Game* for Xbox 360[®], PLAYSTATION[®] 3, Wii[™], Nintendo DS[™], PSP[™] and PC
- *Rabbids Go Home*[™] for Wii[™] and Nintendo DS[™]
- *Shaun White Snowboarding World Stage* for Wii[™]
- *Just Dance*[™] for Wii[™]
- *Your Shape*[™] for Wii[™]
- New casual titles for Nintendo DS[™] and Wii[™].

The Group expects third-quarter 2009-10 sales to come in at around €540 million, up some 6% compared with the same period of 2008-09.

Yves Guillemot, Chief Executive Officer, stated: *"As expected, in the first half of fiscal 2009-10 the market was very difficult both for Nintendo DS games and for our back-catalogue titles, with few new releases. The second half of the year should be significantly more favorable with a return to strong growth and profitability. Although the environment is still uncertain and the full effect of the sharp drop in console prices has yet to be felt, Ubisoft has the advantage of a diversified and very high-quality line-up for the crucial Holiday period, including the blockbusters Assassin's Creed 2 and James Cameron's Avatar[™]: The Game for the Xbox 360 and PS3 and a wide-ranging portfolio of very well-calibrated games for the Wii such as Your Shape, Just Dance, Shaun White and Rabbids Go Home. Growth is expected to be even stronger in the fourth quarter, fueled by the launches of Tom Clancy's Splinter Cell Conviction, Red Steel 2 and R.U.S.E. Finally, thanks to the investments we have made in recent years to develop our creative workforce, we will be launching numerous initiatives and innovations in the short and medium-term in all segments of the industry, both for current and future consoles and for on-line games."*

Recent highlights

Market share: In the first nine calendar months of 2009, Ubisoft was the number 4 independent publisher in the United States with 4.2% market share (compared with number 4 and 5.0% one year earlier); number 3 in Europe with 7.9% market share (no change compared with the first nine months of 2008); number 3 in France with 7.4% market share (compared with number 3 and 6.7%); number 3 in the United Kingdom with 7.9% market share (compared with number 4 and 8.3%); and number 3 in Germany with 8.2% market share (compared with number 3 and 7.5% market share).

Acquisition of Nadeo: Set up in 2000 in Paris and comprising a highly talented team of developers, the Nadeo studio has won acclaim for the quality of its multiplayer technology which offers one of the best on-line game experiences available and has already notched up 10 million registered players. Its flagship game – TrackMania[®] – has 700,000 unique players a month and is a pioneer in the sharing of creations (almost 15 million custom tracks created since 2008). It is also the first eSport franchise for racing games.

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This statement may contain estimated financial data, information on future projects and transactions and future business results/performance. Such forward-looking data are provided for estimation purposes only. They are subject to market risks and uncertainties and may vary significantly compared with the actual results that will be published. The estimated financial data have been presented to the Board of Directors and have not been audited by the Statutory Auditors. (Additional information is specified in the most recent Ubisoft Registration Document filed on July 1, 2009 with the French Financial Markets Authority (*l'Autorité des marchés financiers*)).

About Ubisoft

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has offices in 28 countries and sales in 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. Ubisoft generated sales of €1 058 million for the 2008-09 fiscal year. To learn more, please visit www.ubisoftgroup.com

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APPENDICES

Breakdown of sales by geographic region

	% Sales	% Sales	% Sales	% sales
	Q2 2009/10	Q2 2008/09	6 months 2009/10	6 months 2008/09
Europe	46%	65%	47%	61%
North America	48%	29%	41%	31%
Rest of world	6%	6%	12%	8%
TOTAL	100%	100%	100%	100%

Breakdown of sales by platform

	Q2 2009/10	Q2 2008/09	6 months 2009/10	6 months 2008/09
Nintendo DS™	24%	39%	23%	37%
PC	12%	6%	17%	14%
PlayStation®2	3%	1%	2%	3%
PLAYSTATION®3	17%	20%	15%	21%
PSP™	6%	2%	5%	4%
Wii™	25%	11%	22%	11%
XBOX 360™	11%	20%	14%	9%
Autres	1%	0%	2%	0%
TOTAL	100%	100%	100%	100%

Breakdown of sales by business line

	Q2 2009/10	Q2 2008/09	6 months 2009/10	6 months 2008/09
Development	66%	67%	73%	74%
Publishing	22%	14%	20%	14%
Distribution	12%	19%	8%	12%
TOTAL	100%	100%	100%	100%

Title Release Schedule

Third Quarter (October – December 2009)

ARTHUR AND THE REVENGE OF MALTAZARD	Nintendo DS™, Wii™, PLAYSTATION®3, PC
ASSASSIN'S CREED® 2	Nintendo DSi™, Xbox 360™, PLAYSTATION®3, PSP™
ASTERIX™(EMEA)	Nintendo DS™
JAMES CAMERON'S AVATAR™: THE GAME	Nintendo DS™, Wii™, Xbox 360™, PLAYSTATION®3, PSP™, PC
COOK WARS	Wii™
C.O.P.: THE RECRUIT™	Nintendo DS™
COVER GIRL (EMEA except UK, Australia & Nordic)	PSP™
CSI: DEADLY INTENT	Wii™, Xbox 360™, PC
CSI: DEADLY INTENT – THE HIDDEN CASES	Nintendo DS™
FAIRYLAND MELODY MAGIC™	Nintendo DS™
IMAGINE® ARTIST	Nintendo DS™
IMAGINE® BABYZ FASHION	Nintendo DS™
IMAGINE® BEAUTY SYLIST (EMEA)	Nintendo DS™
IMAGINE® FASHION DESIGNER WORLD TOUR	Nintendo DS™
IMAGINE® RESCUE VET (EMEA)	Nintendo DS™
JAM SESSIONS 2 (US)	Nintendo DS™
JUST DANCE™	Wii™
MASTER ALL CLASSIC 100 ALL TIME FAVORITES	Nintendo DS™
MONSTER 4X4 STUNT RACER	Wii™
PETZ® DOLPHINZ ENCOUNTER	Nintendo DS™
PETZ® DOGZ® TALENT SHOW	Nintendo DS™
PETZ® DOGZ® FAMILY (US)	PSP™
PETZ® FASHION STAR (EMEA)	Nintendo DS™
PETZ® HAMSTERZ SUPERSTARZ	Nintendo DS™
PETZ® HAMSTERZ BUNCH (US)	PSP™
PETZ® HORSEZ® 2009 (EMEA)	Nintendo DS™, PC
PETZ® NURSERY	Nintendo DS™
PETZ® SADDLE CLUB	PSP™
PRESS YOUR LUCK® 2010 EDITION (US)	Nintendo DS™, Wii™, PC
PUZZLER 2™ (EMEA)	Nintendo DS™
RABBIDS GO HOME™	Nintendo DS™, Wii™
SHAUN WHITE SNOWBOARDING WORLD STAGE	Wii™
SLEEPOVER PARTY	Wii™
STYLE LAB™ JEWELRY DESIGN*	Nintendo DS™
STYLE LAB™ MAKEOVER*	Nintendo DSi™
SWEET 16™ (EMEA)	Nintendo DS™
TAKE A BREAK'S PUZZLE MASTER (EMEA)	Nintendo DS™
TEAM ELIMINATION GAMES	Wii™
TEENAGE MUTANT NINJA TURTLES®: ARCADE ATTACK	Nintendo DS™
YOUR SHAPE™ FEATURING JENNY MCCARTHY	Wii™
20 MAG (EMEA)	PSP™

* Girls Life™ title in Europe