



Ubisoft® reports first-quarter 2012-13 sales

- **First-quarter sales: €131 million**
- **Targets for full-year 2012-13 confirmed**
- **New syndicated loan agreement signed**

Paris, July 19, 2012 – Today, Ubisoft released its sales figures for the fiscal quarter ended June 30, 2012.

Sales

Sales for the first quarter of 2012-13 came to €131 million, up 27.2% (or 17.5% at constant exchange rates) compared with the €103 million recorded for the same period of 2011-12.

First-quarter sales were higher than the guidance of approximately €115 million issued when Ubisoft released its full-year results for 2011-12. The quarter saw the following:

- Higher-than-expected sales of Tom Clancy's Ghost Recon Future Soldier®, which was the best-selling console game in the US for May and June, both in unit and value terms.
- A 41% decline in back-catalog sales to €39 million, due to industry wide lower retail back-catalog sales, although this contraction was partly offset by growth in online back-catalog sales.
- Continued strong momentum for the Online segment, with sales up 112% to €27 million. This performance was primarily driven by our Free-to-Play titles and by the success of Trials Evolution, which turned in record first-day sales on XBLA.

Yves Guillemot, Chief Executive Officer, stated *"With 335 nominations and more than 160 awards at E3 2012, Ubisoft reaped the rewards of its pro-active strategy in the Core segment and demonstrated its strong comeback in this category. Assassin's Creed 3 won numerous Game of the Show awards, Far Cry 3 and Tom Clancy's Splinter Cell Blacklist made a big impression at the event, and our two new brands Watchdogs and ZombiU set social networks alight. In the Casual segment, Just Dance 4 is expected to be another major hit, thanks notably to a strong playlist of this year's best songs. Our success at E3 2012 and the robust momentum of our Online games are positive indicators for achieving our full-year targets for 2012-13."* Mr. Guillemot continued *"Our medium-term goal is to capitalize on both the arrival of the new generation of consoles and the ramp-up of the Free-to-Play segment, which represent two major opportunities for us to step up growth and enhance our profitability. Our capacity to create successful brands and high-quality content, allied with our ongoing progress in the item-based model, multi-screen gaming and the development of Uplay (our online services and distribution platform, which now boasts 35 million members) place us in an ideal position to leverage these two opportunities."*

Outlook

Sales for the second quarter of 2012-13

The second quarter will see the release of many online and digital titles, particularly the open beta of Tom Clancy's Ghost Recon® Online.

Sales for the second quarter of 2012-13 are expected to come in at approximately €110 million, lower than the same period of 2011-12, which, notably, saw the release of Driver® San-Francisco.

Full-year 2012-13

The Company is standing by its previously announced targets for full-year 2012-13. Namely, Ubisoft forecasts sales of between €1,160 million and €1,200 million and current operating income¹ of between €70 million and €90 million.

Signature of a new syndicated loan agreement

On July 9, 2012, Ubisoft signed a new five-year syndicated loan agreement for an amount of €215 million. The operation was significantly oversubscribed as it was initially expected to total €180 million, the same amount as in the Company's previous five-year agreement which was signed in May 2008. Also during the period, the Company cancelled two bilateral credit facilities totaling €70 million that were due to expire in May 2013. As a result of the new syndicated loan Ubisoft's financing has been secured for the next five years.

Significant events

Market share: In the first six months of calendar 2012, Ubisoft was the number 4 independent publisher in the United States with 7.7% market share (compared with number 4 and 7.1% one year earlier) and number 3 in Europe with 8.1% market share (compared with number 3 and 7.1%).

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¹ Before stock-based compensation

Disclaimer

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 02, 2012 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 26 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2011-12 fiscal year Ubisoft generated sales of €1,061 million. To learn more, please visit: www.ubisoftgroup.com.

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APPENDICES

Breakdown of sales by geographic region

	% Sales	% Sales	% Sales	% Sales
	Q1 2012/13	Q1 2011/12	3 months 2012/13	3 months 2011/12
Europe	39%	32%	39%	32%
North America	52%	58%	52%	58%
Rest of world	9%	11%	9%	11%
TOTAL	100%	100%	100%	100%

Breakdown of sales by platform

	Q1 2012/13	Q1 2011/12	3 months 2012/13	3 months 2011/12
Nintendo DS™	1%	3%	1%	3%
Nintendo 3 DS™	2%	1%	2%	1%
PC	12%	11%	12%	11%
PLAYSTATION®3	26%	19%	26%	19%
PSP™	1%	2%	1%	2%
Wii™	7%	27%	7%	27%
XBOX 360™	42%	36%	42%	36%
PLAYSTATION®VITA	2%	-	2%	-
Others	7%	1%	7%	1%
TOTAL	100%	100%	100%	100%

Breakdown of sales by business line

	Q1 2012/13	Q1 2011/12	3 months 2012/13	3 months 2011/12
Development	95%	90%	95%	90%
Publishing	4%	3%	4%	3%
Distribution	1%	7%	1%	7%
TOTAL	100%	100%	100%	100%

Title release schedule

2nd Quarter (July – September 2012)

PACKAGED GOODS

FUNKY BARN 3D (EMEA)	Nintendo 3DS™
NCIS® 3D	Nintendo 3DS™
PUZZLER® WORLD 2012 3D (US)	Nintendo 3DS™

ONLINE DIGITAL MOBILE

ASSASSIN'S CREED® COMICS	iPad
JUST DANCE® AUTODANCE V2	iPad, iPhone
BABEL RISING	Windows Phone
MIGHT & MAGIC® DUEL OF CHAMPIONS	PC Client-Based
PRINCE OF PERSIA® CLASSIC HD	Android
RABBIDS® GO PHONE AGAIN	Android, Windows Phone
THE SMURFS™ & CO (CHINA)	Facebook
THE EXPENDABLES 2 VIDEOGAME	XBLA, PSN, PC
TOM CLANCY'S GHOST RECON® ONLINE	PC Client-Based