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UBISOFT SUCCESSFULLY LAUNCHES AN INAUGURAL €500 MILLION BOND ISSUE

Paris, January 25, 2018 – Ubisoft today successfully launched a €500mm, 5-year (due in January 2023) inaugural bond issue, with an annual coupon of 1.289%. The order book reached an amount of more than €2.2bn, and was more than 4.4 times oversubscribed.

The success of this transaction illustrates investors' strong confidence in Ubisoft's group strategy and credit profile.

The proceeds of the offering will be used for general corporate purposes, including the refinancing of certain existing indebtedness. The bond offering will allow Ubisoft to extend its maturity profile at an attractive cost compared to existing financing instruments and further diversify its debt investor base.

BNP Paribas, Crédit Agricole CIB, Commerzbank and J.P. Morgan are acting as Joint Global Coordinators, and HSBC and Société Générale are acting as Joint bookrunners.

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This press release does not constitute an offer for sale of securities in the United States of America or any other jurisdiction. These securities may not be offered or sold in the United States of America unless they are registered or exempt from the registration requirements of the US Securities Act of 1933, as amended. Ubisoft Entertainment SA does not intend to register any of the securities mentioned in this announcement in the United States or to conduct a public offering of securities in the United States.

This press release is an advertisement and is not a prospectus as required under Directive 2003/71/EC, as amended (the "Directive"). A prospectus will be prepared and made available to the public, in compliance with the Directive, as part of admitting the bonds to trading on the Euronext regulated market in Paris.

This press release does not constitute an offer of securities in France or in any other country. The bonds are the subject of a private placement in France with (i) persons providing investment management services to third parties and/or (ii) qualified investors other than individuals acting for their own account, as defined, and in accordance with Articles L.411-1, L.411-2 and D.411-1 of the Monetary and Financial Code, and outside France. No prospectus related to the placement of the bonds has been approved by a competent authority of a European Economic Area Member State.

Ubisoft Entertainment SA will undertake no action as part of this placement with a view to making a public offering in France or abroad. The dissemination of this press release in any country where such dissemination could constitute a violation of applicable legislation is prohibited.

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About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Rayman, Far Cry, Watch_Dogs and the Tom Clancy video game series. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2016-17 fiscal year Ubisoft generated sales of €1,460 million. To learn more, please visit ubisoftgroup.com.