



UBISOFT® ACQUIRES 1492 STUDIO

PARIS – February 28, 2018 – Today, Ubisoft announced the acquisition of 1492 Studio, a game development studio specialized in the development of free-to-play episodic and interactive stories on mobile.

Founded in 2014 and based near Montpellier, France, the team at 1492 Studio created the successful mobile franchise “Is it Love?”.

“Is it Love?” is a series of interactive dramas in which a player’s choices shape their storyline, determine their discoveries and deepen their relationships in the game. “Is it Love?”’s enthralling narratives, stylized artwork and interactive design have helped make it one of the top five grossing mobile simulation games in France and one of the top 20 in the U.S.¹

“‘Is It Love?’ already is one of the leaders in episodic, narrative-driven mobile games, with a highly-engaged community of players,” said Jean-Michel Detoc, executive director of Ubisoft Mobile. “This deal is in keeping with our strategy of reaching new audiences through smart, targeted, and highly profitable acquisitions.”

“We are delighted to join Ubisoft. “Is It Love?” is already a fast growing success, and we believe that with Ubisoft’s international network and marketing power the series has the potential to become known and enjoyed all over the world,” said Claire and Thibaud Zamora, co-founders of 1492 Studio.

This acquisition of 1492 Studio is expected to be immediately accretive to Ubisoft’s earnings. The acquisition was completed on February 28, 2018. Additional terms of the deal are not being disclosed.

Contact

Investor Relations
Jean-Benoît Roquette
SVP Investor Relations
+ 33 1 48 18 52 39
Jean-benoit.roquette@ubisoft.com

Press Relations
Michael Burk
Senior Director of Corporate Public Relations
+ 33 1 48 18 24 03
michael.burk@ubisoft.com

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, Watch_Dogs, Tom Clancy’s video game series, Rayman and Far Cry. 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 www.ubisoftgroup.com.

¹ Source : Appannie