



Ubisoft's Far Cry 5 Breaks Franchise Sales Records

Millions of People Join the Resistance to Liberate Hope County, Montana

Hope County, MO – April 4, 2018 – Today, Ubisoft announced that Far Cry 5 more than doubled first week sell-through of Far Cry 4, making Far Cry 5 the fastest selling title in the franchise's history. Digital distribution accounted for more than 50 percent of those sales. Far Cry 5 also now represents the second biggest launch ever for a Ubisoft game, following only Tom Clancy's The Division, with \$310M USD in consumer spending through the first week.¹

In addition to the strong first week of sales, record-breaking numbers of people are engaging with Far Cry 5 content. People streamed more than 55,000 hours of Far Cry 5 on Twitch and YouTubers' videos earned more than 117 million views.² Both are records for a Ubisoft title in a week following launch, and evidence of the impact user generated content is having in convincing players to join the Far Cry community.

"Far Cry 5 is a vast and gorgeous playground filled with colorful stories for players to enjoy and share," Alain Corre, EMEA Executive Director, Ubisoft. "We're grateful to newcomers and fans of the series who have joined us in Hope County and have collectively grown our community."

Set in America, a first for the franchise, Far Cry 5 offers players total freedom to navigate a serene-looking yet deeply twisted world as the new junior deputy of fictional Hope County, Montana. Players will find that their arrival accelerates a years-long silent coup by a fanatical doomsday cult, the Project at Eden's Gate, igniting a violent takeover of the county. Under siege and cut off from the rest of the world, players will join forces with residents of Hope County and form the Resistance.

"I'm proud that the culmination of years of passionate work from the team is paying off, and that Far Cry 5's experience resonates with so many people," said Dan Hay, Executive Producer on Far Cry. "We are humbled by players' reception of Far Cry 5 and fired up to keep growing and supporting the Far Cry community in the months and years to come."

Far Cry 5 is now available for Xbox One, PlayStation 4 and Windows PC. For more information on Far Cry 5, please visit farcry.com and follow us on Facebook at facebook.com/farcry.usa and on Twitter at twitter.com/farcrygame or hashtag #farcry5.

¹ Source: Ubisoft internal estimate, based on observed sales price for main game sell through worldwide and first parties' estimates for Player Recurring Investment.

² Source: Social media public API data

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About Ubisoft

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