



Record Second-Quarter Sales of €50.4M, Up 35%

Second-Quarter Smartphone Sales Up 119%

Full-Year Sales now expected to reach €200M in 2012

Paris (France), July 26, 2012 – Gameloft achieved record revenues of €50.4 million in the second quarter of 2012. Growth accelerated strongly in the second quarter, reaching 35% compared with 14% in the first quarter. On a constant exchange rate basis, growth for the second quarter was 32%. North America represented 33% of the company's quarterly sales; EMEA, 26%; APAC, 22%; and LATAM, 20%.

Over the first half of 2012, Gameloft achieved consolidated sales of €95.2 million, up 24% year on year. On a constant exchange rate basis, growth for the first half was 22%. North America represented 32% of first half sales; EMEA, 26%; APAC, 22%; and LATAM, 21%.

In million €	2012	2011	Variation
1 st Quarter	44.8	39.5	+14%
2 nd Quarter	50.4	37.4	+35%
1st Half	95.2	76.8	+24%

Second-quarter sales were driven by the massive success of Gameloft games on smartphones and tablets. Gameloft's second-quarter sales on smartphones and tablets grew by 119% year on year and represented for the first time more than 50% of total sales. In comparison, first-quarter smartphone and tablet sales grew by 59% year on year and represented 40% of total sales.

The strong acceleration of growth enjoyed by Gameloft's smartphone activity is also related to the success of the freemium and paymium models put in place fifteen months ago. Gameloft's number of monthly active users currently stands at 55 million and more than 60% of Gameloft's smartphone revenues now derive from in-app purchases and advertising revenues.

The strong growth of smartphone and tablet shipments around the world should continue to sustain Gameloft's growth in the coming quarters. In addition, the landmark and enduring success enjoyed by recently launched games such as *Ice Age Village*, *The Amazing Spider Man*, *Asphalt 7: Heat* and *The Dark Knight Rises* and the upcoming release of many new high-profile games should allow solid top-line growth in the second half of the year. Therefore the company now targets €200 million in sales for the full year of 2012, up 22% year on year.

The Group's consolidated first-half results will be published on September 4, 2012, after the market closes.

About Gameloft:

A leading global publisher of digital and social games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, including mobile phones, smartphones and tablets (including Apple® iOS and Android® devices), set-top boxes, connected TVs and consoles. Gameloft operates its own established franchises such as Asphalt®, Real Football®, Modern Combat, and N.O.V.A.: Near Orbit Vanguard Alliance®, and also partners with major rights holders including Marvel®, Hasbro®, FOX®, Mattel® and Ferrari®.

Gameloft is present on all continents, distributes its games in over 100 countries and employs over 5,000 developers.

Gameloft is listed on the Paris Stock Exchange (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA). Gameloft's sponsored Level 1 ADR (ticker: GLOFY) is traded OTC in the US.

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