



First-Half Sales of €109.4 million, Up 15%

First-Half Smartphone Sales Up 45%

Paris (France), July 25, 2013 - Gameloft achieved consolidated sales of €55.2 million during the second quarter of 2013, up by 10% from the previous year. On a constant-exchange-rate basis, the second-quarter growth was 12%. EMEA represented 33% of second-quarter sales; North America, 25%; LATAM, 22%; and APAC, 20%.

Over the first half of 2013, Gameloft achieved consolidated sales of €109.4 million, up 15% year on year. On a constant-exchange-rate basis, growth for the first half was 17%. EMEA represented 32% of first half sales; North America, 25%; LATAM, 23%; and APAC, 20%.

Sales (€ million)	2013	2012	Variation
1 st Quarter	54.2	44.8	+21%
2 nd Quarter	55.2	50.4	+10%
1st Half	109.4	95.2	+15%

Sales continue to be driven by the worldwide success of Gameloft games on smartphones and tablets. Gameloft's first-half sales on smartphones and tablets grew by 45% year on year. They represented 61% of total Group sales compared with 48% in the first half of 2012.

Gameloft's rapid growth is also driven by the success of virtual goods and advertising which currently account for 80% of the company's smartphone revenues.

This business model increases the longevity of the company's products. Games dating from 2011 and 2012 such as *Ice Age Village*, *Modern Combat 4: Zero Hour*, *World at Arms*, *MY LITTLE PONY*, *Order & Chaos Online*, and *Six-Guns* have contributed to the solid performance of the company in the first six months of 2013.

The free-to-play model enables Gameloft to reach much larger audiences as well. In the last 30 days, no less than 125 million people have played a Gameloft game on their smartphone or tablet.

The recent and upcoming launches of several potential blockbusters should allow company sales to continue to grow in the coming quarters. Gameloft's latest release, *Despicable Me: Minion Rush*, is a major success worldwide. With more than 65 million downloads since its launch last June, *Despicable*

Me: Minion Rush is currently ranked in the Top 10 Grossing of 41 countries on iOS, including the US and the UK.

The company targets between €235 million and €240 million in sales for the full year of 2013, as well as an increase of profitability and net cash.

The Group's consolidated first-half results will be published on September 10, 2013, 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, set-top boxes and connected TVs. Gameloft operates its own established franchises such as Asphalt®, Real Football®, Modern Combat and Order & Chaos®, and also partners with major rights holders including Marvel®, Hasbro®, FOX®, Mattel® and Disney®. Gameloft is present on all continents, distributes its games in over 100 countries and employs over 5,000 developers.

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

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