



UBISOFT™

UBISOFT

2002





# 20 YEARS OF GROWTH AND INNOVATION... AND THE BEST IS YET TO COME!

➤ **Founded in 1986**, Ubisoft is a creative powerhouse in the global video game industry.

Its rapid ascension in the ranks – from 20<sup>th</sup> independent publisher in 1996 to **number four worldwide** in 2005 (excluding Japan) – is proof of the company's winning strategy to develop, publish and distribute gaming experiences that are truly exceptional.

In-house development, powerful brands and an increasingly diverse game portfolio represent the strategic foundations in which Ubisoft invests to **stay one step ahead of the industry**. Anticipated investment in research and development is another proven strength that has enabled the company to emerge as a **clear forerunner on next-generation console technology**.

In the driving seat, at Ubisoft it's **the people** who turn great ideas into reality. **Talented and dedicated teams** continually push the creative and technical boundaries of gaming, proving their willingness to take on new challenges.

Renowned for delivering **high-quality, cutting-edge titles**, Ubisoft is today soundly positioned to pursue its impressive growth trajectory in a market set for rapid expansion.

**4<sup>th</sup>** independent publisher worldwide (excluding Japan)

€**547** million in annual sales\*

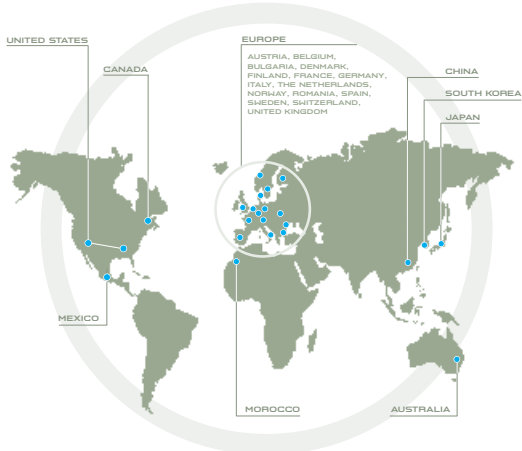
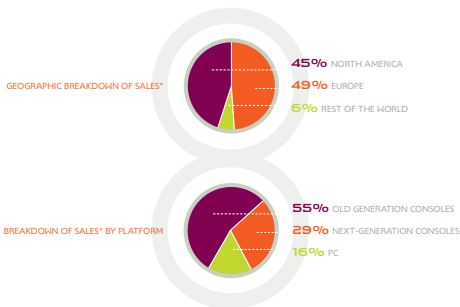
**9** multimillion unit-selling brands

**3,500** permanent collaborators

**2<sup>nd</sup>** largest in-house development team worldwide

\$**28.5** billion in video game industry sales in 2005 (software and hardware)

**40%** growth for video game software over next 4 years\*\*



With subsidiaries in **23** countries, and product distribution in over **50** countries, Ubisoft's powerful, wide-reaching business network is unique within the industry. **15** in-house studios constitute the company's creative backbone, guaranteeing the outstanding quality and innovation of Ubisoft's evolving game catalogue.

\*For fiscal year 2005/2006 \*\*Ubisoft estimates

# Building strong brands. Exploring new horizons.

● ● ➤ Experimenting new technologies, pushing them into uncharted territories, creating the unexpected – this is the driving philosophy behind Ubisoft's brand-building strategy. With 9 multimillion unit-selling franchises, the group not only has one of the sector's richest portfolios of proprietary brands – it is also one of the only industry players to offer high-quality next-gen sequels for all its best-known franchises while pursuing its ambitious strategy of original IP creation.

➤ Following the worldwide success of Peter Jackson's King Kong: The Official Game of the Movie, Ubisoft has moreover won its place among the publishers of choice for major licensors. Responding to the needs of an increasingly diverse community of gamers, the company is today drawing on both its licensing expertise and its brand creation policy to strategically expand its portfolio through the entry into new high potential segments.

DARK MESSIAH  
MIGHT & MAGIC™

**ACTION/ADVENTURE**  
"An incredibly visceral experience rarely seen on PC" – Gamespot

RED STEEL™

**ACTION/ADVENTURE**  
"One of the most anticipated games on PC" – IGN

FAR CRY™

**SHOOTER**  
"Even better than its PC predecessor, [...] one of the best Xbox shooters ever." – Gamespot  
> More than 2 million units sold

HEROES OF MIGHT & MAGIC™

**STRATEGY**  
"A big, deep, lavishly produced turn-based strategy game" – Gamespot

BROTHERS IN ARMS™

**SHOOTER**  
2005 Editor's Choice Award – Gamespot  
> 3 million units sold

RAYMAN™

**FAMILY**  
"Fascinating! It's been a while since we played a game as rich and compelling as this." – Gamekult  
> 17 million units sold

TOM CLANCY'S RAINBOW SIX™

**SHOOTER**  
E3 2006: Best FPS Award – IGN  
> More than 14 million units sold

ASSASSIN'S CREED™

**ACTION/ADVENTURE**  
E3 2006: Best Action/Adventure Game – Game Critics Award

MYST™

**ACTION/ADVENTURE**  
E3 2005: Best PC Adventure Game – IGN  
> More than 11 million units sold

THE SETTLERS™

**STRATEGY**  
2004 Games Convention: Best PC Game  
> 6 million units sold

DRIVER™

**ACTION/DRIVING**  
One of the most successful brands in the history of video games  
> Franchise acquired in 2006

TOM CLANCY'S GHOST RECON™

**SHOOTER**  
2006 Editor's Choice Award – Gamespot  
> More than 11 million units sold

TOM CLANCY'S SPLINTER CELL™

**ACTION/ADVENTURE**  
"A top notch, fully next-generation equipped adventure" – IGN  
> More than 14 million units sold

BLAZING ANGELS™

**SIMULATION**  
"Looks unbelievable and has real period authenticity" – Official Xbox 360 Magazine

SILENT HUNTER™

**SIMULATION**  
2005 Best PC Simulation – IGN

PRINCE OF PERSIA™

**ACTION/ADVENTURE**  
AIAS 2004: Console Platform Action/Adventure Game of the Year  
> More than 8 million units sold

Licences ➤

OPEN SEASON™

**HOLLYWOOD**  
First computer-animated film from Sony Pictures Animation

SHAUN WHITE™

**EXTREME SPORT**  
World's No. 1 snowboarder - 2006 Winter Olympics and six time X Games Gold Medalist

STAR WARS™

**HOLLYWOOD**  
The legendary saga created by George Lucas

CSI: CRIME SCENE INVESTIGATION™

**TV SERIES**  
One of the Top 3 most popular shows in the US since 2000

NARUTO™

**TV ANIMATION SERIES**  
#1 anime on US Cable TV with almost 2.2M viewers per week

LOST™

**TV SERIES**  
Multiple Emmy Award-winning TV show from ABC and Touchstone Television

KING KONG

**HOLLYWOOD**  
Blockbuster from triple Academy Award® winner Peter Jackson

CORPORATE SITE [WWW.UBISOFTGROUP.COM](http://WWW.UBISOFTGROUP.COM)  
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