



UBISOFT® ACQUIRES MOBILE PUBLISHER KETCHAPP

Ubisoft Becomes Fourth Biggest Mobile Game Publisher In Terms Of Downloads¹ And Increases Its Expertise in Mobile Advertising

Paris, 27 September 2016 - Today, Ubisoft announced it has acquired Ketchapp to join its international network of studios. With this addition, Ubisoft expands its footprint in digital and mobile gaming and becomes the fourth largest mobile game publisher when measured by number of downloads.

As a publisher of free-to-play games for mobile and tablets, Ketchapp has released many titles that became immediate successes, such as 2048, ZigZag, Stack, Stick Hero, Twist, and Jelly Jump. Ketchapp focuses on creating fun and accessible gameplay experiences, and on the animation of a collective community of millions of players. Since its creation in 2014, Ketchapp games have been downloaded nearly 700 million times, an average of more than 23 million downloads per month². The company also is recognized for having expertise in mobile advertising and cross-promotion.

"With Ketchapp, Ubisoft acquires a highly profitable publisher with a successful portfolio of free-to-play games for mobile," declared Jean-Michel Detoc, executive director of Ubisoft's mobile business. "This acquisition gives Ubisoft one of the world's leading mobile game publishers and reinforces our advertising capabilities in mobile gaming."

"We are thrilled to become part of Ubisoft's international network of talented teams," said Antoine and Michel Morcos, managing directors and co-founders of Ketchapp. "We founded Ketchapp with the intention of creating captivating gaming experiences, and we are looking forward to leveraging Ubisoft's creativity and resources to enrich our existing and upcoming titles."

The acquisition is subject to customary closing conditions and is expected to close in Ubisoft's 2016-17 third quarter.

¹ Source: AppAnnie. From September 2015 to August 2016, excluding Chinese Android data.

² Source: AppAnnie. Life to date.

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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 2015-16 fiscal year, Ubisoft generated sales of €1.394 billion. To learn more, please visit www.ubisoftgroup.com.