



## **Ubisoft® Partners With Tencent and Playcrab On New Mobile Game**

*Deal Brings Ubisoft's Might And Magic Heroes® Cult Franchise to  
Mobile Players in China*

**PARIS – April 20, 2017** - Today, Ubisoft announced that Might & Magic Heroes: Era of Chaos®, a new licensed mobile game developed exclusively for China, will be published by Tencent, a leading provider of Internet value added services in China. Developed by Playcrab, a subsidiary of Ourpalm\* specialized in action and strategy games, this new mobile title will be released in May and available in China on iOS and Android stores.

The agreement with Tencent and Playcrab marks a significant step forward in Ubisoft's mobile strategy in high growth markets. This partnership gives Ubisoft an opportunity to leverage a cult brand to reach mobile players in China. Among its extensive publishing network, Tencent owns WeChat\*\*, and has the exclusive ability to distribute games to WeChat's more than 889 million monthly active users\*\*\*. With its vast experience in developing action and RPG mobile games for Chinese players, Playcrab has an excellent track record of titles that top the charts on iOS and Android stores. According to analysts, the mobile gaming market in China generated over \$10 billion in 2016\*\*\*\*. The mobile segment is growing rapidly and experts estimate that the overall gaming market in China may have already outgrown the US, formerly the world's largest market.

"We couldn't have dreamed of better partners than PlayCrab and Tencent to bring the saga of *Might and Magic Heroes* to mobile players and to the Chinese market. Tencent is a world-

leader and a hit maker when it comes to mobile games in China, and this deal shows that they are confident our rich portfolio of brands can appeal to Chinese players”, said Jean-Michel Detoc, executive director, Ubisoft mobile. “This is a significant step forward in our mobile strategy, working hand in hand with Chinese developers and publishers to create games based on our existing franchises that are tailored to Chinese players and can tap into the market’s enormous potential.”

“We’re thrilled to have Ubisoft’s *Might and Magic Heroes: Era of Chaos* in our lineup of games”, said Steven Han, project operations manager, Tencent. “The franchise is already supported in China by a highly engaged community of millions of fans, and we’re convinced that this new game will appeal to both fans and mobile players.”

“We’re proud to have developed, in collaboration with Ubisoft, the very first mobile installment of the *Might and Magic Heroes* series”, said Kevin Ye, CEO, Playcrab. “We believe this addition to the franchise is a great fit for the booming mobile game market here in China. By bringing the franchise to mobile, we offer both fans and newcomers alike an experience they can enjoy at their own pace, anywhere and at any time”.

The mythic *Might and Magic Heroes* series was released in 1995 and since, millions of fans around the world and in China have played its seven installments and its numerous spin-offs. The new mobile title features all the elements that contributed to the success of the series, including strategic PvP gameplay, fantastic creatures, and magic skills. In *Might and Magic Heroes: Era of Chaos*, Queen Catherine Ironfist embarks on a quest to unite her ravaged homeland and retake the kingdom of Erathia. While remaining faithful to the core tenets of *Might and Magic Heroes*, the battlefield has been transformed into an epic strategy card game, which is more suitable for mobile, and a passion for Chinese players.

For more information, visit [Ubiblog](#) to read an interview with Aurélien Palasse, head of licensing and publishing, Ubisoft Mobile China.

**Contact Investor relations**

Jean-Benoît Roquette

SVP Investor Relations

+ 33 1 48 18 52 39

[Jean-benoit.roquette@ubisoft.com](mailto:Jean-benoit.roquette@ubisoft.com)

### **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, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. 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 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

© 2017 Ubisoft Entertainment. All Rights Reserved. Might and Magic, Ubisoft and the Ubisoft logo are trademarks of Ubisoft Entertainment in the U.S. and/or other countries.

\*The game will be distributed in Mainland China by Tencent and in Hong Kong and Taiwan by Ourpalm.

\*\*WeChat is a social media application combining instant messaging, commerce and payment services (Weixin), entertainment, and much more.

\*\*\*Both Tencent's WeChat and payment platform Weixin surpassed 889 million MAU in 2016, an increase of 28% from the previous year. Source: Tencent earnings report, March 2017

\*\*\*\*Source: Newzoo, Global Games Market Report, 2016