

# UBI 30



# MAJOR MILESTONES

## 2016

- Sales of €1.394 billion with strong growth of the digital segment, representing a record 32%.
- Tom Clancy's The Division records the biggest first week ever for a new video game franchise, grossing more than \$330 million worldwide in its first five days.
- Tom Clancy's The Division, Far Cry Primal and Tom Clancy's Rainbow Six Siege ranked in the top five of sales during the 2016's first semester. Hungry Shark World as the second best mobile game launch in 2016 with 10 million of downloads making it Ubisoft's best mobile game launch. The Hungry Shark serie hits 250 millions downloads worldwide.
- Assassin's Creed becomes one of the most popular video game franchises of all time, with more than 100 million copies sold to date.

## 2015

- The group's best financial results ever with an annual revenue of **€1.464 billion** for 2014/2015 fiscal year.
- The Futuroscope Rabbids® Ride receives the **Thea Award for Outstanding Achievement** at the Themed Entertainment Association (TEA) Summit in March 2015.
- Hungry Shark® mobile game hits **100M** downloads.

## 2014

**Watch Dogs®** becomes Ubisoft's fastest selling game ever in its first week, selling more than **4 million** copies, and breaking industry records for week 1 sales of a new IP. To date the game has sold more than 10 million copies.

## 2013

**Ubisoft** continues to establish itself in the mobile space with the acquisition of **Future Games of London** and **Digital Chocolate Barcelona**.

## 2012

**Assassin's Creed®** becomes the first of Ubisoft's franchise to reach the **59 million units sold milestone**.

## 2011

- **Ubisoft** creates its own film division, **Ubisoft Motion Pictures**, in charge of adapting in-house franchises into movies and TV Series.
- **Ubisoft** acquires **RedLynx**, the famous developer of the Trials game series, based in Helsinki, Finland.
- **Ubisoft** acquires **Owliont**, a Paris-based studio renowned for its expertise in creating free-to-play games.

## 2010

- **Ubisoft** acquires **Quazal Technologies**, a leader in the creation of multiplayer middleware and services for video game developers.
- **Ubisoft** acquires **Nadeo**, a new studio in Paris, creator of **TrackMania®**, the cult multiplayer car racing video game.

## 2009

**Ubisoft** announces the acquisition of a **new studio in Toronto**, Canada.

## 2008

- **Ubisoft** acquires **Massive Entertainment®**, a Sweden-based studio renowned for its expertise in the RTS genre and for the quality of its innovative proprietary technologies, as well as the real time strategy brand **World In Conflict®**.
- **Ubisoft** acquires **Brazil's** longest-standing independent video game developer, **Southlogic Studios**.
- Opening of a **business office in Poland**.
- **Ubisoft** acquires **Hybride Technologies**, a **Montreal**-based studio renowned for its expertise in the creation of visual effects for cinema, television and advertising. The studio's many projects include such innovative films as 300, Frank Miller's Sin City and the Spy Kids series.
- **Ubisoft** opens its **20th studio in Sao Paulo, Brazil**.
- Opening of the **Kiev studio, Ukraine**.
- A **second Ubisoft Campus** is created in **Casablanca**, in partnership with **Sigma Technologies**, a leading Moroccan audiovisual company, to encourage video game training programs in Morocco.
- **Ubisoft** acquires **Gameloft's video game development studio in Pune** in the Maharashtra state, India.
- **Ubisoft** acquires all **intellectual property rights to the Tom Clancy** name for video games and related products.
- Opening of the **Singapore studio**.
- **Ubisoft** acquires **Digital Kids** (Nagoya, Japan) developer of several successful titles for **Ubisoft's Petz®** line of games.

## 2007

- In less than four weeks **Assassin's Creed®** recorded **more than two and a half million units in sell-through sales worldwide**, and is the fastest-selling new video game intellectual property in the US and the UK ever.
- Opening of the **Chengdu Studio** in the Sichuan province, **China**.
- **Ubisoft** acquires **SunFlowers**, owner of the **Anno®** brand, one of the best-selling strategy franchises in the German market.
- Opening of **Ubisoft Digital Arts**, a new production center specialized in the creation of digital cinema content.

## 2006

- **Ubisoft** acquires the world renowned **Driver® franchise** and integrates the team of **Reflections Interactive**.
- Opening of the **Sofia studio, Bulgaria**.
- **Tom Clancy's Ghost Recon Advanced Warfighter® for the Xbox 360™** sets the **Ubisoft record for selling more games in its first week** than any previous release and wins **Best Game of the Year at the BAFTA** (British Academy of Film and Television Arts) Awards ceremony.

## 2005

The **first Ubisoft Campus** is created in **Montreal** to encourage video game training programs in Canada.

## 2003

**Ubisoft** celebrates its **100 millionth game sold**.

## 2002

Opening of **business offices in Switzerland, Finland and South Korea**.

## 2000

- Acquisition of **20 percent of the capital** in the initial public offering of mobile telephone game developer **Gameloft**.
- Launch of the **ubi.com** online video game portal.
- Acquisition of **Red Storm Entertainment** in **Morrisville, North Carolina**.
- **Ubisoft** shares transferred to **First Market of the Paris Stock Exchange**.

## 1998

- Opening of **business offices in Hong Kong, the Netherlands and Denmark**.
- **Ubisoft** opens new **studios in Spain and Italy**.

## 1997

Opening of the **Montreal Studio** in Quebec, **Canada**.

## 1996

- Opening of a **new studio and business office in Shanghai, China**.
- **Ubisoft Entertainment S.A.** is listed on the **Second Market of the Paris Stock Exchange**.
- Opening of a **studio in Annecy, France**.

## 1995

**Ubisoft's** internal development studio creates **Rayman® for the Atari Jaguar**.

## 1994

Opening of the **Montpellier Studio, France**.

## 1992

Creation of an internal **studio in Paris, France** and Creation of the first international **studio in Bucharest, Romania**.

# 1991

Establishment of the **first distribution subsidiaries in the U.S., U.K. and Germany.**

# 1990

Release of **Zombi** for the Atari ST, **first game developed internally by Ubisoft**

# 1988

**Yves Guillemot** is appointed **CEO** of the quickly growing company.

# 1986

**The five Guillemot brothers** create **Ubisoft Entertainment S.A.**, an educational software and video game publishing and distribution company.

