



## Ubisoft® Acquires Blue Mammoth Games

**PARIS – March 2, 2018** – Today, Ubisoft announced the acquisition of the video game development studio Blue Mammoth Games. With the acquisition, Ubisoft adds Brawlhalla, currently the most played fighting game on Steam, to its portfolio and bolsters its online expertise.

Blue Mammoth Games is based near Atlanta, Georgia, and is comprised of 21 talented team members, including founders Matthew Woomer and Lincoln Hamilton, who have a strong massive multiplayer online background. The studio developed and published Brawlhalla, a free-to-play online brawler that is among the top free-to-play games on PS4. Engagement in Brawlhalla as an esports grew exponentially in its second season, and they recently kicked off the third year of esports events, including a partnership with Dreamhack for the Brawlhalla World Championship.

“The team at Blue Mammoth Games is expert at developing and running scalable, competitive, multiplayer online games, and they’ll be a great addition to Ubisoft’s network of studios,” said Laurent Detoc, President of Ubisoft NCSA. “With Brawlhalla, we’re getting a hugely popular and highly-profitable title that aligns with our strategy of expanding our audience and providing players with long-lasting, entertaining gaming experiences.”

“We’re looking forward to leveraging Ubisoft’s expertise and resources to continue developing and supporting Brawlhalla for the long term, and to benefiting from their help in bringing the game to new players,” said Matthew Woomer and Lincoln Hamilton, Blue Mammoth Games founders.

This acquisition of Blue Mammoth Games is expected to be immediately accretive to Ubisoft’s earnings. The acquisition was closed on March 1, 2018. Additional terms of the deal are not being disclosed.

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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 2016-17 fiscal year Ubisoft generated sales of €1,460 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).