



Ubisoft and Tencent Team Up to Bring Ubisoft's Top Titles to China

Deal Will Significantly Accelerate the Reach of Ubisoft Franchises in China in the Coming Years

Paris and Shenzhen – March 20, 2018 – Today, Ubisoft and Tencent announced a strategic agreement in which Tencent will operate, publish and promote several of Ubisoft's most successful titles on PC and mobile in the Chinese market. The deal strengthens ties between one of the world's leading videogame developers and the largest operator of online games and social networks in China.

The opportunity for Western game brands in China is immense, with more than 500 million players in the country¹. Ubisoft has one of the most diversified and successful portfolios of games in the industry, and this partnership positions some of its biggest franchises to reach millions of new players in the biggest video game market in the world².

"Tencent manages the largest online games community in China and one of the largest, most active social networks in the world, so this deal should help us dramatically increase our games' exposure and engagement in China," said Yves Guillemot, CEO and Co-Founder, Ubisoft. "We are fortunate to have a fantastic partner in Tencent, and look forward to continuing to work with them to deliver great gaming and entertainment experiences for Chinese players."

Martin Lau, President of Tencent, concluded, "We are honored to start this new chapter of our relationship with Ubisoft, and to be able to bring many of Ubisoft's creative and renowned titles to our Chinese customers. This agreement further demonstrates Tencent's commitment to delivering reliable, fun, and professional interactive entertainment experiences for our users."

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¹ "The Chinese Gamer | 2017" -- NewZoo

² "Top 100 Countries by Game Revenues" -- NewZoo

About Tencent

Tencent uses technology to enrich the lives of Internet users. Our social products Weixin and QQ link our users to a rich digital content catalogue including games, video, music and books. Our proprietary targeting technology helps advertisers reach out to hundreds of millions of consumers in China. Our infrastructure services including payment, security, cloud and artificial intelligence create differentiated offerings and support our partners' business growth. Tencent invests heavily in people and innovation, enabling us to evolve with the Internet. Tencent was founded in Shenzhen, China, in 1998. Shares of Tencent (00700.hk) are traded on the Main Board of the Stock Exchange of Hong Kong.

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.