



UBISOFT ENTERTAINMENT Profile

107 Avenue Henri Freville
35200 Rennes Ille Et Vilaine France

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Company Overview

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Ubisoft Entertainment is the #3 independent video game publisher in the world (behind Electronic Arts and Activision Blizzard). Its titles, including nearly 20 multimillion-sellers such as Assassin's Creed , Just Dance , Far Cry , and Prince of Persia , are published for gaming consoles and devices from Sony, Microsoft, and Nintendo, as well as for PCs. Ubisoft has subsidiaries in some 25 countries, and its games are distributed in more than 50. In 2011 North America overtook Europe as the company's largest market (more than half of sales), the US accounting for more than 45% of all revenue. The founding Guillemot family controls about 20% of Ubisoft.

Key Information

DUNS Number	380483131
Location Type	Headquarters
Subsidiary Status	No
Manufacturer	No
Company Type	Public
Plant/Facility Size (sq. ft.)	0.00
Foreign Trade	Exports
Accountant	KPMG Audit
Total Employees	11,907
1-Year Employee Growth	11.62%
Employees At This Location	0
Year of Founding or Change in Control	1986
Primary Industry	1136:Entertainment & Games Software
Primary SIC Code	39440200:Electronic games and toys
Primary NAICS Code	339930:Doll, Toy, and Game Manufacturing
Latitude/Longitude	48.086066 / -1.674295

Key Financials

Fiscal Year-End	March
2017 Sales (Actual)	\$1,567.28M
1-Year Sales Growth	(1.44%)
Net Income	\$115.74M
1-Year Net Income Growth	8.63%
Total Assets	\$2,771.95M
Market Value	\$1,657.08M

Company Rankings

SBF 120
CAC Mid 60

Key People

Name	Title
Mr. Yves Guillemot	Chairman and CEO
Ms. Christine Burgess-Quémard	Executive Director, Worldwide Studios
Mr. Alain Corre	Executive Director, EMEA Territories

Name	Title
Mr. Laurent Detoc	Executive Director, North America
Gerard Guillemot	CEO, Ubisoft Motion Pictures
Mr. Serge Hascoët	Chief Creative Officer

Company Description

Geographic Reach

Outside France, Ubisoft's main subsidiaries are in Germany, the UK, and the US. Among Ubisoft's major production subsidiaries is Red Storm Entertainment, which cranks out multiple popular series based on properties by the subsidiary's co-founder Tom Clancy, including Ghost Recon , Rainbow Six , and Splinter Cell .

Sales and Marketing

The company's casual games are designed for Nintendo consoles such as the Wii home system and DS handheld devices, as well as for the Xbox's KINECT and PS3's Move motion-sensing devices. Ubisoft will keep on moving with Just Dance by waltzing it across Europe and Asia, as well as getting it on the dance card of Nintendo's upcoming Wii U next-generation console.

Financial Performance

The company's total annual revenue decreased in fiscal 2014 compared to the previous fiscal period. More alarming was the net loss of more than \$90 million in fiscal 2014. Ubisoft's cash on hand was drained as a result of the loss.

Strategy

Ubisoft has invested heavily in its in-house studios at a time when many rivals are shuttering and consolidating studios in an attempt to cut costs. The company has made its cuts in titles it handles through publishing and distribution, to solidify that internal focus. Games exclusively developed by Ubisoft outnumbered co-productions two-to-one in fiscal 2012. Its co-developed games also focus on strong franchises such as comic book colossus Marvel's Avengers property and Starz' Spartacus series.

In the online and digital arenas, it remains committed to providing titles for marketplaces such as Microsoft's Xbox Live Arcade and the iOS and Android stores. Ubisoft has had success in this sector with games such as motorcycle racing game Trials . The company also makes free-to-play installments of popular console titles such as Ghost Recon and Assassin's Creed .

Ubisoft's strategy banks on two trends. Home console systems are nearing their current cycle's end, and new consoles promise more impressive games through advanced graphics and expanded capabilities.

Industry Information

Hoover's Industries

- > Media 
- > Computer Software 
- > Entertainment & Games Software (**primary**) 

Primary SIC Code

39440200 : Electronic games and toys

Primary NAICS Code

339930 : Doll, Toy, and Game Manufacturing

 Denotes In-depth Industry Insight by Hoover's Editorial Staff

People

Employees

Title	Name	Age	Salary	Bonus
Chairman and CEO	Mr. Yves Guillemot	57	--	--
Executive Director, Worldwide Studios	Ms. Christine Burgess-Quémard		--	--
Executive Director, EMEA Territories	Mr. Alain Corre		--	--
Executive Director, North America	Mr. Laurent Detoc		--	--
CEO, Ubisoft Motion Pictures	Gerard Guillemot		--	--
Chief Creative Officer	Mr. Serge Hascoët		--	--

Board Members

Title	Name	Age
Chairman and CEO	Mr. Yves Guillemot	57

Biographies

Yves Guillemot, Age 57

Current Company Titles

Unknown - Present : Chairman and CEO

Biography

In 1986, fresh out of business school, Yves Guillemot decided to found his own company. In a booming entertainment industry, Yves chose to invest in video games, convinced that they were the future of the industry. Driven by a desire to push the gaming experience beyond its established limits, Yves and his four brothers created Ubisoft, referring to ubiquity, which translated their ambition to be present all over the world. With a passionate team by his side for more than 24 years now, Yves took Ubisoft to #3 independent publisher worldwide (excluding Asia) in 2009.

Source : Company Web Site, 2010

Christine Burgess-Quémard

Current Company Titles

Unknown - Present : Executive Director, Worldwide Studios

Biography

Christine Burgess-Quémard has served as Executive Director in charge of Worldwide Studios since 2000. Soon after joining Ubisoft in 1987, Christine was entrusted with the task of opening Ubisoft's first office in the United States. She spent four years developing business in the US before moving on to head the business unit in the United Kingdom. In 1997, she returned to Paris to become International Sales Director. Today, as Executive Director of Ubisoft's Worldwide Studios, Christine defines and implements the principles and strategies that guide all 24 of Ubisoft's production studios around the globe. In 2006, Christine was ranked among the top 100 most influential women in the industry by the NextGen.Biz. Christine holds a post-graduate degree in applied foreign languages.

Source : Company Web Site, 2010

Alain Corre

Title held since 2003 : Executive Director, EMEA Territories

Current Company Titles

2003 - Present : Executive Director, EMEA Territories

Biography

Alain Corre has served as Executive Director for EMEA (Europe, Middle East, Asia-Pacific) territories since 2000. Alain received his business degree from the Ecole Supérieure de Gestion business school and joined Ubisoft as a marketing trainee in 1987. He quickly became Marketing Assistant, Marketing Director for France, Sales Director for Europe and then

Managing Director for France. As Executive Director for the EMEA zone, Alain drives business development in mature markets while also promoting Ubisoft's growing presence in developing markets. In an increasingly expansive and competitive market, Alain and his teams have succeeded in making Ubisoft the 3rd independent publisher in Europe in 2008 and 2009.

Source : Company Web Site, 2010

Laurent Detoc

Title held since 2003 : Executive Director, North America

Current Company Titles

2003 - Present : Executive Director, North America

Unknown - 2003 : Managing Director, North American Territories

Biography

A graduate of the Institut Supérieur de Gestion business school in Paris, Laurent Detoc joined Ubisoft in 1991. Two years later, he left the headquarters in France to set up a subsidiary for Belgium and the Netherlands. In 1994, he took charge of the San Francisco office. Experiences in Germany, Belgium and now the United States have enriched Laurent's global business vision a true asset in today's gaming industry. As Executive Director of Ubisoft's North American distribution unit, Laurent is today responsible for Ubisoft's publishing activities in North America. His goals include becoming a leading video game publisher and employer of choice throughout North America. Thanks to his team's efforts, Ubisoft was the 3rd independent editor in North America in 2009.

Source : Company Web Site, 2010

Gerard Guillemot

Title held since 2016 : CEO, Ubisoft Motion Pictures

Current Company Titles

2016 - Present : CEO, Ubisoft Motion Pictures

Biography

In April 2016 Gerard Guillemot was named as the new CEO of Ubisoft Motion Pictures. Guillemot is the brother of Ubisoft chairman Yves Guillemot.

Source : Company Press Release, April 19, 2016

Serge Hascoët

Current Company Titles

Unknown - Present : Chief Creative Officer

Biography

Serge Hascoët was named Chief Creative Officer in 2000, 14 years after obtaining his degree in material sciences and joining Ubisoft as a game designer. Over the years, he has occupied a number of executive positions, notably lead game designer and studio manager for Europe and the Asia-Pacific region. Today, Serge is responsible for Ubisoft's entire editorial strategy. He embodies and guarantees the quality of the Group's catalogue, while giving all creative teams the impulse to push back the limits of creativity and innovation.

Source : Company Web Site, 2010

Company Financials

Financial Summary

Company Type	Public
	Euronext Paris: UBI
	Headquarters
Fiscal Year-End	March
2017 Sales (Actual)	\$1,567.28M
1-Year Sales Growth	(1.44%)
2017 Net Income	\$115.74M
1-Year Net Income Growth	8.63%
Prescreen Score	
Auditor	KPMG Audit

Annual Income Statement

All amounts in millions of US Dollars except per share amounts.

	Mar 2017	Mar 2016	Mar 2015	Mar 2014	Mar 2013
Revenue	1,567.28	1,590.13	1,588.17	1,386.43	1,609.90
Cost of Goods Sold	290.82	347.99	365.72	392.71	439.15
Gross Profit	1,276.46	1,242.14	1,222.45	993.72	1,170.75
Gross Profit Margin	81.44%	78.12%	76.97%	71.67%	72.72%
SG&A Expense	471.67	482.55	417.74	500.05	495.08
Depreciation and Amortization	--	156.03	151.24	(134.83)	112.66
Operating Income	188.75	9.81%	9.52%	(9.73%)	7.00%
Operating Margin	12.04%	--	0.77	14.23	5.13
Nonoperating Income	--	--	0.77	14.23	5.13
Nonoperating Expenses	--	140.38	152.01	(120.61)	117.78
Income Before Taxes	171.35	33.83	57.61	(30.40)	34.71
Income Taxes	55.24	106.55	94.41	(90.21)	83.07
Net Income After Taxes	116.11	106.55	94.41	(90.21)	83.09
Continuing Operations	115.75	--	--	--	--
Discontinued Operations	--	106.55	94.41	(90.21)	83.09
Total Operations	115.74	106.55	94.41	(90.21)	83.09
Total Net Income	115.74	6.70%	5.94%	--	5.16%
Net Profit Margin	7.39%	0.94	0.84	(0.84)	0.86
Diluted EPS from Continuing Operations	0.99	0.94	0.84	(0.84)	0.86
Diluted EPS from Total Operations	0.99	0.94	0.84	(0.84)	0.86
Diluted EPS from Total Net Income	0.99	--	--	--	0.02
Dividends per Share	--	--	--	--	--

Annual Balance Sheet

All amounts in millions of US Dollars except per share amounts.

Assets

	Mar 2017	Mar 2016	Mar 2015	Mar 2014	Mar 2013
Current Assets					
Cash	915.43	526.29	712.48	327.58	304.64
Net Receivables	562.45	567.94	128.05	177.36	156.37
Inventories	27.22	22.10	19.99	29.38	22.73
Other Current Assets	0.00				
Total Current Assets	1,571.90	1,205.21	900.71	586.37	539.09
Net Fixed Assets	114.20	95.76	87.87	78.11	59.58
Other Noncurrent	0.00				
Total Assets	2,771.95	2,305.16	1,901.33	1,843.83	1,611.53

Shareholder's Equity

	Mar 2017	Mar 2016	Mar 2015	Mar 2014	Mar 2013
Preferred Stock Equity	--	--	--	--	--
Common Stock Equity	9.40	9.94	9.20	11.29	9.54
Total Equity	1,217.23	1,161.81	1,062.63	1,115.19	1,074.27
Shares Outstanding (M)	108.88	108.74	108.99	105.34	95.50

Liabilities

	Mar 2017	Mar 2016	Mar 2015	Mar 2014	Mar 2013
Current Liabilities					
Accounts Payable	191.40	235.26	102.99	128.92	97.35
Short-Term Debt	314.99	260.33	198.80	260.64	139.39
Other Current Liabilities	146.30	145.44	67.48	82.29	83.00
Total Current Liabilities	774.45	754.89	472.39	573.88	431.78
Long-Term Debt	687.84	316.41	299.18	87.34	31.34
Other Noncurrent	4.56	10.14	8.13	5.93	7.27
Total Liabilities	1,554.72	1,143.35	838.70	728.64	537.26

Annual Cash Flow

All amounts in millions of US Dollars except per share amounts.

	Mar 2017	Mar 2016	Mar 2015	Mar 2014	Mar 2013
Cash and Cash Equivalents at the Beginning of Year	526.29	712.48	327.58	304.64	234.35
Net Cash Provided in Operating Activities	693.22	388.64	709.67	400.43	516.26
Net Cash Provided by Investing Activities	(714.56)	(606.64)	(522.24)	(629.88)	(504.47)
Net Cash Provided by Financing Activities	425.80	(58.91)	199.63	232.89	37.43
Net Increase/Decrease in Cash and Cash Equivalents	404.46	(276.90)	387.06	3.44	49.21
Cash and Cash Equivalents at the End of Year	915.43	526.29	712.48	327.58	304.64

Financial Market Data

Current Information

Last Close (31-Mar-2017)	\$15.22	Price/Sales Ratio	--
52-Week High	\$16.48	Price/Book Ratio	0.76
52-Week Low	\$6.37	Price/Earnings Ratio	8.07
60-Month Beta	2.16	Price/Cash Flow Ratio	1.33
Market Cap	\$1,657.08M	Return on Assets	5.01%
Shares Outstanding	108.88M	Return on Equity	10.70%
Dividend Rate	0.00	Current Ratio	--
Dividend Yield	--	Long-Term Debt/Equity	0.88
# of Institutional Holders	36,949	% Owned by Institutions	0.00%
Latest Short Interest Ratio	--	Latest Net Insider Transactions	

Growth	12 Month	36 Month	60 Month
Revenue Growth	5.00%	13.17%	6.64%
EPS Growth	14.27%	--	19.69%
Dividend Growth	--	--	--

Historical Financials

Income Statement

Year	Revenue (\$ M)	Net Income (\$ M)	Net Profit Margin	Employees
Mar 2017	1,567.28	115.74	7.39%	11,907
Mar 2016	1,590.13	106.55	6.70%	10,667
Mar 2015	1,588.17	94.41	5.94%	9,790
Mar 2014	1,386.43	(90.21)	--	9,281
Mar 2013	1,609.90	83.09	5.16%	8,277
Mar 2012	1,415.56	49.78	3.52%	7,275
Mar 2011	1,464.54	(73.48)	--	6,331
Mar 2010	1,171.69	(58.75)	--	6,402
Mar 2009	1,710.46	90.91	5.32%	
Mar 2008	1,797.60	173.54	9.65%	

2017 Year-End Financials

Debt Ratio	56.51%
Return on Equity	10.70%
Cash (\$ M)	915.43
Current Ratio	2.03
Long-Term Debt (\$ M)	687.84
Shares Outstanding (M)	108.88
Dividend Yield	--
Dividend Payout	--
Market Cap (\$ M)	924.45

Stock History

Year	Stock Price (\$)			P/E		Per Share (\$)		
	FY High	FY Low	FY Close	High	Low	Earns.	Div.	Book Value
Mar 2017	8.34	5.39	8.49	8.45	5.46	0.99	--	0.09
Mar 2016	6.41	3.36	6.19	6.85	3.60	0.94	--	0.09
Mar 2015	3.97	2.39	3.65	4.75	2.86	0.84	--	0.08
Mar 2014	3.53	2.05	3.50	--	--	-0.84	--	0.11
Mar 2013	2.24	1.16	2.10	2.60	1.35	0.86	0.02	0.10
Mar 2012	1.96	0.97	1.50	3.76	1.86	0.52	--	0.10
Mar 2011	3.10	1.78	1.98	--	--	-0.76	--	0.11
Mar 2010	4.77	2.37	2.64	--	--	-0.61	--	0.10
Mar 2009	10.96	3.11	3.77	11.69	3.32	0.94	--	0.10
Mar 2008	--	--	--	--	--	1.81	--	0.12

Competitors List

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Activision Blizzard (Top Competitor)	\$6,608.00M	15.88%	\$2,155.00M
Atari	\$16.53M	50.00%	\$3.33M
Capcom	\$783.35M	10.19%	\$28.76M
Electronic Arts (Top Competitor)	\$4,845.00M	23.35%	\$1,383.00M
Konami (Top Competitor)	\$2,066.19M	11.29%	\$393.24M
Lucasfilm Entertainment	--	--	--
Microsoft Game Studios	--	--	--
Namco Bandai	\$5,572.16M	7.12%	\$576.36M
Namco Limited	\$2,052.66M	--	--
NCsoft	\$815.27M	27.68%	\$92.86M
Nintendo	\$4,395.24M	20.97%	\$436.31M
SEGA	\$687.63M	--	--
Sony	\$68,326.42M	1.69%	\$7,272.41M
Square Enix	\$2,282.90M	7.89%	\$229.49M
Take-Two	\$1,779.75M	6.65%	\$331.43M
Valve Corporation	--	--	--

Competitive Landscape

Companies listed are Top Competitors.

Key Numbers	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION		
Annual Sales (\$ M)	\$1,567.28M	\$4,845.00M	\$6,608.00M	\$2,066.19M		
Employees	10,667	8,500	9,600	10,779		
Market Cap (\$ M)	\$924.45M	\$27,605.01M	\$26,919.52M	\$5,988.18M		
Profitability	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
Gross Profit Margin	81.44%	75.20%	64.60%	38.59%	--	39.35%
Pre-Tax Profit	11.68%	27.95%	18.11%	0.14%	--	6.76%
Net Profit Margin	7.39%	23.35%	15.88%	11.29%	--	5.68%
Return on Equity	10.70%	29.69%	11.82%	0.10%	--	5.93%
Return on Assets	5.01%	16.03%	6.15%	0.07%	--	1.85%
Return on Invested Capital	10.46%	--	--	0.14%	--	4.96%
Valuation	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
Price/Sales Ratio	--	12.95	23.54	7.34	--	1.67
Price/Earnings Ratio	8.07	30.51	43.59	25.68	--	20.59
Price/Book Ratio	0.76	8.29	4.89	2.84	--	1.96
Price/Cash Flow	1.33	20.85	25.45	15.23	--	12.60
Operations	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
Days of Sales Outstanding	140.0	58.3	46.4	0.4	--	49.2
Inventory Turnover	69.7	--	62.1	0.2	--	9.2
Days Cost of Goods Sold in Inventory	32.2	--	16.6	0.2	--	62.0
Asset Turnover	0.6	0.7	0.4	0.7	--	0.5
Net Receivables Turnover Flow	2.9	6.6	10.5	9.3	--	7.3
Effective Tax Rate	32.24%	16.47%	12.32%	27.07%	--	30.68%

Financial	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
Current Ratio	2.03	2.38	2.25	3.08	--	1.90
Quick Ratio	1.91	--	--	2.83	--	1.31
Leverage Ratio	0.57	0.23	0.44	--	--	0.57
Total Debt/ Equity	0.88	0.23	0.44	0.00	--	0.54
Interest Coverage	16.25	707.50	197.80	47.16	--	5.92
Per Share Data	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
Per Share Data	\$14.32	\$16.45	\$9.26	\$15.21	--	\$10.52
Dividend Per Share	--	--	\$0.30	\$0.27	--	\$0.80
Cash Flow Per Share	\$6.34	\$5.66	\$2.54	\$2.89	--	\$1.38
Working Capital Per Share	\$7.29	\$10.20	\$3.96	\$7.81	--	\$1.78
Long-Term Debt Per Share	\$6.29	\$3.22	\$5.80	\$0.00	--	\$6.23
Book Value Per Share	\$11.13	\$14.25	\$13.18	\$15.50	--	\$9.25
Total Assets Per Share	\$25.34	\$25.72	\$23.43	\$22.30	--	\$21.90
Growth	UBISOFT ENTERTAINMENT	Electronic Arts Inc.	Activision Blizzard, Inc.	KONAMI HOLDINGS CORPORATION	Industry	Market
12-Month Revenue	5.00%	11.82%	17.57%	(7.73%)	--	5.67%
12-Month Net Income	15.70%	(5.50%)	35.23%	146.99%	--	7.45%
12-Month EPS Growth	14.27%	(5.38%)	33.33%	151.72%	--	6.66%
12-Month Dividend Growth	--	--	--	--	--	8.79%
36-Month Revenue Growth	13.17%	7.13%	17.10%	1.85%	--	4.38%
36-Month Net Income Growth	--	44.05%	19.71%	89.13%	--	6.69%
36-Month EPS Growth	--	44.60%	18.92%	90.72%	--	6.03%
36-Month Dividend Growth	--	--	--	--	--	8.17%

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