



UBISOFT

MAJOR MILESTONES

1986

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

1990

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

1994

- Opening of the Montpellier Studio, France.

1996

- Opening of a new studio and a 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.

1998

- Ubisoft opens new studios in Spain and Italy.

1988

- Yves Guillemot is appointed CEO of the fast-growing company.

1992

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

1995

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

1997

- Opening of the Montreal Studio in Quebec, Canada.

MAJOR MILESTONES

2000

- Ubisoft shares transferred to First Market of the Paris Stock Exchange.
- Acquisition of Red Storm Entertainment in Morrisville, North Carolina, USA.
- Launch of the ubi.com online video game portal.

2003

- Ubisoft celebrates its 100-millionth game sold.

2005

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

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.

2007

- In less than four weeks, Assassin's Creed® records 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 specializing in the creation of digital cinema content.

2008

- 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 acquires Gameloft's video game development studio in Pune in the state of Maharashtra, 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.
- Opening of the Kiev studio, Ukraine.
- 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®.

2009

- Ubisoft announces the opening of a new studio in Toronto, Canada.



MAJOR MILESTONES

2010

- Ubisoft acquires Nadeo, a Paris-based studio, creator of TrackMania®, the cult multiplayer car racing video game.

2013

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

2015

- 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 100 million downloads.
- Ubisoft acquires Ivory Tower, the French Lyon-based studio behind The Crew®.

2017

- Ubisoft acquires Growtopia™, a Free-To-Play game supported by a highly engaged community of more than 20 million registered users.
- In Q1 of calendar 2017, For Honor® and Tom Clancy's Ghost Recon® Wildlands are respectively first and second best-sellers in the whole industry.
- Ubisoft expands its presence in the UK with the acquisition of FreeStyleGames. The studio is now known as Ubisoft Leamington.
- Ubisoft announces the creation of four new studios: in Berlin (Germany), Bordeaux (France), Saguenay (Canada) and Stockholm (Sweden).

2011

- Ubisoft acquires Owlent, a Paris-based studio renowned for its expertise in creating Free-To-Play games.
- Ubisoft acquires RedLynx, the famous developer of the Trials® game series, based in Helsinki, Finland.
- Ubisoft creates its own film division, Ubisoft Motion Pictures, in charge of adapting in-house franchises into movies and TV series.

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 one sales of a new IP. To date, the game has sold more than 10 million copies.

2016

- Tom Clancy's The Division®, Far Cry® Primal, and Tom Clancy's Rainbow Six® Siege rank in the top five of sales during the first semester of 2016. Hungry Shark® World is the second-best mobile game launch in 2016 with 10 million downloads, making it Ubisoft's best mobile game launch. The Hungry Shark series hits 250 million downloads worldwide.
- 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.
- Assassin's Creed® becomes one of the most popular video game franchises of all time, with more than 110 million copies sold to date.
- Ubisoft announces the opening of two new studios: Ubisoft Philippines and Ubisoft Belgrade (Serbia).
- Ubisoft acquires Ketchapp. With this addition, Ubisoft expands its footprint in digital and mobile gaming and becomes the fourth-largest mobile game publisher when measured by number of downloads.



MAJOR MILESTONES

2018

- Ubisoft announces the acquisition of two studios: 1492 Studio and Blue Mammoth Games.
- Ubisoft announces the expansion of its creative force with the opening of three new studios: in Mumbai (India), Odesa (Ukraine) and Winnipeg (Canada).
- Ubisoft and Tencent team up to bring Ubisoft's top titles to China to significantly accelerate the reach of Ubisoft franchises in China in the coming years.
- Far Cry® 5 becomes the fastest-selling title in the franchise's history.

2020

- Ubisoft announces the acquisition of Kolibri Games, strengthening the company's "idle" games portfolio.
- Ubisoft announces the opening of a new studio in Da Nang, Vietnam, that will be dedicated to creating original games for mobile and social-media platforms.

2019

- Rainbow Six Siege hits the 45 million players milestone.
- Anno 1800 becomes the fastest selling opus of the Anno series to date, with 4 times more sales during its first week of launch than Anno 2205.
- Far Cry 5 becomes Ubisoft's best-selling console game of this generation.
- Ubisoft acquires i3D.net, a leader in hosting solutions for the gaming industry, as well as Green Panda Games, a leading developer of hyper-casual games.
- Ubisoft announces a partnership with Google Stadia, a new cloud-based gaming platform.

