

Asmodee North America Best Sellers Order Form



Great Games, Amazing Stories

Asmodee North America:

Great Games, Amazing Stories

Asmodee North America's success is built in partnership with our brick and mortar retailer customers. Our retailer customers not only stock our games, they introduce them to new generations of players and support those players with in-store activities. We work together to ensure Asmodee North America will continue to make great games and tell amazing stories.

What is the Flagship Retailer Program?

Our Flagship Program is designed to reinvest in retailers who carry our games and services. We do this in the following ways.

- Flagship Retailers are rewarded for growing their sales in the form of additional margin
- Flagship retailers have access to our demonstration games, which allows them to purchase core games at a discount of 75% off MSRP
- Flagship retailers have increased access to stock availability
- Flagship retailers can choose to participate in our Best Sellers program

For further information on how to participate in the Flagship Program, please visit www.asmodeena.com, e-mail us at salesaccounts@asmodeena.com, or call us at 651-639-1905.

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Welcome to the Best Sellers Program!

The active Asmodee North America product catalog has over 1500 individual products, and we are proud to say that it will continue to grow over time. The Best Sellers Program is designed to make it easy for retailers to identify, stock, and sell the games that will give them the best return on investment as they grow their businesses. The Best Sellers range represents the 40 best-selling products in our catalog, based on the sales of our existing customers, and represent 20% of our sales on an annual basis.

As a part of our commitment to reinvesting in retailers that invest in our products, we are also offering some additional benefits:

- Free racking to display the Best Sellers
- Point of sale materials
- Monthly promotional items
- 2 free games each month
- 2 free in-store activities each month

For additional information about the Best Sellers Program, please contact your ANA specialist or use the contact info below:

(651) 571-2600

tjb@alliance-games.com

Best Sellers Program

Key Reasons to Stock The Best Sellers

- **Return on Investment** - The products selected for this range are the best-selling board games in the Asmodee North America catalog. For the stock and space investment, this selection's sell-through rate will help maximize your sales.
- **Great Games** - The products featured are our best-selling games, a majority of which are the first games purchased by new customers. These games are well known worldwide for introducing brand new players to board games, and will help you as a retailer create new, life-long customers.
- **A Wide Selection for Everyone**
 - The games in the Best Sellers offer variety and a range of prices, themes, and engagement levels, giving you the ability to offer titles to dedicated players, casual gamers, and first-time buyers alike.
- **Additional Benefits** - Participating retailers are eligible for other monthly benefits, including but not limited to: free monthly games, free in store activities, and free promotional merchandise to help maximize potential footfall and sales.



Examples of Point of Purchase



Examples of Promotional Merchandise



Asmodee North America Best Sellers

Entire Best Sellers Line



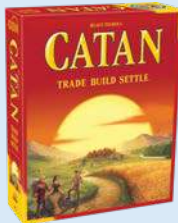
MSRP
\$3,910.48



Catan



CN3071
MSRP
\$49.00



Ticket to Ride



DO7201
MSRP
\$49.99



Pandemic



ZM7101
MSRP
\$39.99



Splendor



SPL01
MSRP
\$39.99



Carcassonne



ZM7810
MSRP
\$34.99



Spot It



SP411
MSRP
\$12.99



Mansions of Madness 2nd Edition



MAD20
MSRP
\$99.95



7 Wonders



SEV01
MSRP
\$49.99



Dixit



DIX01
MSRP
\$34.99



Concept



CONC01
MSRP
\$39.99



Star Wars Destiny: Two Player Game



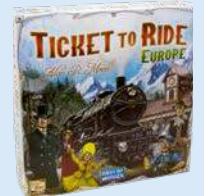
SWD08
MSRP
\$29.95



Ticket to Ride: Europe



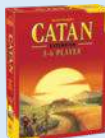
DO7202
MSRP
\$49.99



Catan 5-6 Player Expansion



CN3072
MSRP
\$25.00



Mysterium



MYST01
MSRP
\$49.99



Star Wars: Rebellion



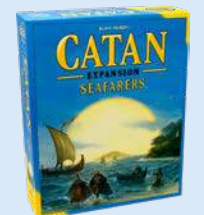
SW03
MSRP
\$99.95



Catan: Seafarers



CN3073
MSRP
\$49.00

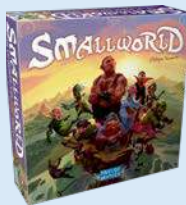


Small World



DO7901

MSRP
\$49.99



Ticket to Ride: Rails and Sails



DO7226

MSRP
\$79.99



Arkham Horror: The Card Game



AHC01

MSRP
\$39.95



Star Wars: Imperial Assault



SWI01

MSRP
\$99.95



7 Wonders: Duel



SEV07

MSRP
\$29.99



Pandemic Legacy Season 1



ZM7170

MSRP
\$69.99



Dead of Winter



PH1000

MSRP
\$59.95



Eldritch Horror



EH01

MSRP
\$59.95



Captain Sonar



CPT01

MSRP
\$49.99



A Game of Thrones Boardgame 2nd Edition



VA65

MSRP
\$59.95



Descent: Journeys in the Dark 2nd Edition



DJ01

MSRP
\$79.95



Arkham Horror



VA09

MSRP
\$59.95



Dice Forge



DIF01

MSRP
\$39.99



TIME Stories



TS01

MSRP
\$59.99



Mille Bornes



MIB01

MSRP
\$14.99



Sherlock Holmes: Jack the Ripper & West



SHEH02

MSRP
\$49.99



UNLOCK! The Formula



NLK01

MSRP
\$14.99



UNLOCK! Squeek & Sausage



NLK02

MSRP
\$14.99



UNLOCK! The Island of Doctor Goorse



NLK03

MSRP
\$14.99



Takenoko



TAK01

MSRP
\$49.99

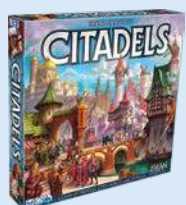


Citadels



WR02

MSRP
\$29.99



Cash n Guns (2nd Edition)



CG02

MSRP
\$39.99



Catan Junior



CN3025

MSRP
\$30.00

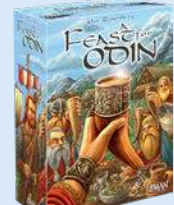


A Feast For Odin



ZM7690

MSRP
\$99.99





asmodee
NORTH AMERICA

&

ALLIANCE
GAME DISTRIBUTORS

Visit Asmodeena.com
Call our specialist Office at 651-571-2600