



Hobby Games Retailer Questions to Asmodee Regarding the Exclusive Alliance Distribution Agreement in the U.S.

June 1, 2017

Q: Why did Asmodee decide to go exclusive with Alliance in the U.S.?

A: It is our goal to provide hobby games retailers with the support and inventory they need to successfully grow their business selling Asmodee's games. As part of this deal, Alliance will be making a significant investment to enhance our ability to communicate, support, and allocate our products.

Q: When does this go into effect?

A: The agreement goes into effect August 1, 2017. Any new releases and restocks of Asmodee products that ship prior to August 1, 2017 will be available to retailers from all our current authorized distributors. Starting on August 1, 2017, all new Asmodee releases and re-stocks will be available exclusively to hobby games retailers through Alliance Game Distributors.

Q: How will this new exclusive arrangement benefit hobby games retailers?

A: With this deal, Alliance Game Distributors is building a dedicated team of Asmodee Sales Specialists who will work directly with retailers to help them grow sales by understanding the retailer's specific needs and providing in-depth product knowledge of ANA products and services. This sales team will also provide greater visibility into stock availability, allocations, and other retailer initiatives, as well as sending retailer feedback to ANA.

Additionally, Asmodee is developing updated sales policies and retailer initiatives that we believe will greatly benefit both retailers and consumers. More information about these changes will be made available towards the end of this month.

Q: How do I open an account with Alliance?

A: To set up an account with Alliance Game Distributors, contact Marc Aquino, VP of Sales, at m1a2@alliance-games.com. You can also find online applications at <http://www.alliance-games.com/>.

Q: I have additional questions for Asmodee, who can I contact?

A: Please contact Brendan Bell, Asmodee North America's Hobby Market Sales Manager, at bbell@asmodeena.com.

Q: I have additional questions for Alliance, who can I contact?

A: Please contact Mike Webb, VP of Marketing, Data, and Customer Service, at mew@alliance-games.com.