

[10.02.21] **PRESS RELEASE**

## **JUMBODISET INTENDS TO ACQUIRE TF1 GAMES AND DUJARDIN**

**Jumbodiset has entered into exclusive discussions with the TF1 group with a view to acquiring TF1 Games and Dujardin, the leading toy and game publishers in France.**

For Jumbodiset, the transaction would be a further step in its strategy to develop its portfolio of products and brands with a strong heritage in the European market.

For the TF1 group, the sale of TF1 Games is in line with TF1 Entertainment's development strategy based on its core business: the content and flagship brands of TF1 Group.

For TF1 Games and Dujardin, this step would further strengthen their position in the French toy market, which is consolidating.

TF1 Games and Dujardin are publishers of classic games such as "Mille Bornes" and "Cochon qui Rit", but also of new hits such as "Chronobomb" and "Burger Quiz". In France, Jumbodiset publishes most of its games under license from the well-known brand: 'Nathan'.

**François Pellissier, CEO of TF1 Entertainment:** *"For many years, TF1 Entertainment has developed TF1 Games and Dujardin into a solid company. From now on, we want to refocus our activities on our core business: value-added content and services for companies. We entered into exclusive discussions with Jumbodiset who shares our vision of the market to support the growth of TF1 Games and Dujardin."*

**Joan Ferrer, CEO of Jumbodiset:** *"Over the last 20 years we have built our company from scratch into a recognised and highly regarded toy and game publisher for consumers and retailers. By taking this step, we should considerably accelerate our vision of the company. The combined strength of the products and the depth of distribution would create a unique opportunity to serve the French consumer even better".*

### **ABOUT TF1 ENTERTAINMENT**

TF1 Entertainment is a high-profile player in many segments of the entertainment business: licensing, games/toys, collections, music, and shows. With its highly developed expertise in creating, exploiting and distributing brands for more than 20 years, TF1 Entertainment owns and represents premium assets.

TF1 Entertainment aims to back innovative and ambitious projects, create new products and new events, and develop new talent.

### **ABOUT JUMBODISET**

Jumbodiset is a privately held toy and games publisher with roots going back to the 1800's through such companies as Royal Jumbo, Diset and James Galt. Jumbodiset operates throughout Europe and exports to over 70 countries around the world. Its portfolio is centered on brands and products with strong local heritage and high consumer recognition.

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