

DATE

July 24, 2018

SECTORS

Consumer, Leisure & Retail

DEAL LOCATIONS



DEAL TEAM

DC Advisory advised PAI Partners on the acquisition of Asmodee from Eurazeo



Asmodee is the leading international board games publisher and distributor with operations in Europe, North America and China.

Driven by Stéphane Carville and his teams and supported by Eurazeo, the company has transformed substantially, from a Franco-European distributor in 2013 to a global publisher today, capitalizing on the value of its intellectual property.

Advised by DC Advisory, PAI Partners entered into exclusivity with Eurazeo to acquire Asmodee, valuing the company at €1.2b (enterprise value).

PAI Partners intends to support the current management team in its plans to grow the business further through international expansion both organically and by acquisitions, to develop its positions in the core hobby gaming market and to diversify the group's main brands in other platforms (digital & entertainment).