



## **Gameloft Announces *Paddington Run* in Collaboration with STUDIOCANAL and The Copyrights Group**

***Three Vivendi companies partner for the launch of Paddington Run***

**Paris, September 12, 2017** – Today, Gameloft, a leading mobile-game developer and publisher, announces the development of the official game of the second *Paddington* movie, for iPhone, iPad, iPod touch, Android, and Windows Phone.

The famous bear imagined by Michael Bond leads a frantic race through the streets of London, trading his famous duffle coat for other clothes as players make their way through new levels.

Gameloft's development studios are closely collaborating with creation teams from STUDIOCANAL and Copyrights to capture the humor and heart of London's most iconic bear.

STUDIOCANAL, an entity of CANAL+ Group, the European leader in film and TV production and distribution—was the producer of the 2014 *Paddington*, which was the highest-grossing non-Hollywood family movie ever released.

The Copyrights Group, an entity within Vivendi Village, manages all of the licensing activities of the *Paddington* brand, which is one of the top-5 most influential brands in the field of family entertainment.

*Paddington Run* is for all audiences and will be available in 15 languages. It will be released this fall on all mobile platforms (smartphones and tablets running iOS, Android and Windows Phone), during the period around the international release of the *Paddington 2* film, which is also produced by STUDIOCANAL.

*"The creation of Paddington Run by Gameloft is yet another testament to the success of its integration within Vivendi. The projects developed around the Paddington license reflect the consistency and teamwork between STUDIOCANAL, Gameloft and The Copyrights Group, as well as demonstrating Vivendi's desire to continue to increase the number of collaborations between*



*its companies,”* explains Stéphane Roussel, Chairman and Chief Executive Officer of Gameloft and Chief Operating Officer at Vivendi.

*“At Vivendi, we are truly thrilled to announce Paddington Run. It demonstrates our ability to grow the Paddington franchise globally, based on the Group’s value chain and assets,”* states Lucien Boyer, Chief Marketing Officer at Vivendi.

#### **About Gameloft**

A leading mobile-game developer and publisher, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, and with a monthly audience of 137 million unique players, offers advertisers an exceptional level of visibility and involvement via Gameloft Advertising Solutions. Gameloft operates its own established franchises such as *Asphalt®*, *Order & Chaos*, *Modern Combat* and *Dungeon Hunter*, and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®. Gameloft distributes its games in more than 100 countries and employs 6,000 people worldwide. Gameloft is a Vivendi company. All trademarks referenced above are owned by their respective trademark owners.

#### **About Paddington Bear:**

For almost 60 years, British-born writer Michael Bond has been entertaining children and families all over the world with his stories about Paddington, the bear from Darkest Peru famous for his love of marmalade. Since the first book, "A Bear Called Paddington," was published by HarperCollins in 1958, a further 14 full-length novels and countless other formats have been published.

Paddington made his debut on the big screen in 2014. The movie, produced by STUDIOCANAL, part of international content and media group Vivendi, was the highest-grossing non-Hollywood family movie ever released. A second Paddington movie, *Paddington 2*, is set to launch globally at the end of 2017.

In 2016, Vivendi took full ownership of the *Paddington* brand worldwide by acquiring The Copyrights Group.