

ASMODEE, EQUINOX, AND GAMEGENIC ANNOUNCEMENT



ASMODEE & EQUINOX Announce Exclusive Partnership for Global Distribution of Innovative Trading Card Game “Altered”, featuring GAMEGENIC as sole gaming accessories partner.

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Asmodee, a global leader in the board gaming industry, and Equinox Studio, a rising star in the gaming world, are thrilled to unveil their exclusive partnership to bring the latest studio initiative Altered to Trading Card enthusiasts worldwide.

Altered stands as the flagship initiative of the newly established studio, born in 2020 and spearheaded by the visionary game designer Régis Bonnessée, founder of the renowned Libellud studio responsible for publishing Dixit, Mysterium, Dice Forge, and Seasons. It introduces a groundbreaking Trading Card Game, reflecting the studio’s overarching mission to make a positive impact on the world. Groundbreaking features such as a Global Marketplace and a Print-on-Demand service will be offered via the Companion App and complemented by unique cards and exclusive graphics immersing players into a positive and refreshing universe.

Under this collaboration, Asmodee will take on the role of exclusive global distributor of the upcoming TCG, launching in 5 languages (EN FR IT GER SP) in retail. Leveraging its 22 local offices and global distribution expertise, Asmodee will ensure widespread access for gaming enthusiasts across the globe. Asmodee will spearhead sales efforts and provide local support for Equinox marketing initiatives including organized play in-store program.

In addition to the global distribution agreement, Asmodee brings on board Gamegenic, its expert studio for game supplies, as the exclusive partner for both Kickstarter and retail products. The experienced studio will craft a range of accessories tailored specifically for the game, including deck boxes, sleeves, binders, and a comprehensive assortment of revolutionary accessories dedicated to the immersive world of Altered. This accessories range will be revealed during the Kickstarter campaign and made available to players in the second semester of 2024.

“This partnership marks a significant milestone for both Asmodee and Equinox”, stated Marc Nunes, Asmodee COO. “Equinox is set to redefine the TCG landscape, offering a fresh and unique experience that captivated us from day one. We are thrilled to be leading its global distribution effort, solidifying Asmodee’s commitment to push forward innovation in the board game industry.”

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“Altered is an incredibly beautiful game with breathtaking graphics that captivate you instantly. The gameplay is not only more than enjoyable, but the mechanics and innovations within this game are so groundbreaking that we wanted to be part of this project from the very beginning. We feel honored to contribute to it”, says Adrian Alonso, CEO of Gamegenic. “This exclusive partnership reflects our commitment to enhancing the gaming experience for players of Altered, with accessories and supplies at the level of innovation of the game.”

“From inception, my team and I have forged an exhilarating partnership with both Asmodee’s exceptional distribution teams and the visionary minds at Gamegenic. While Equinox marks an exciting new chapter for me, my decade-long collaboration with Asmodee fuels our ambition. Together, Asmodee and Equinox set their sights on crafting Altered into a globally cherished TCG phenomenon. We fuse Equinox’s groundbreaking vision with Gamegenic’s top-tier accessories, maximizing gamers’ experiences together, all backed by Asmodee’s expansive and professional global reach”, declares Régis Bonnessée, CEO of Equinox.

Altered is planned to hit the market with a Kickstarter campaign starting on January 30th, and a worldwide release on August 26th, 2024.

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Press kit available here: [Asmodee x Equinox Press Kit](#)

About Asmodee

Asmodee is an entertainment leader specialized in boardgames, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2,500 people, players around the world enjoy one of the largest board game IP catalogs with CATAN, Ticket to Ride, Dobble/Spot it!, Exploding Kittens and 365 more across a variety of digital and physical platforms.

Headquartered in France (Guyancourt), Asmodee operates across Europe, North America, South America and Asia. Asmodee is a part of the Embracer Group AB, which is publicly listed on Nasdaq Stockholm under the ticker EMBRAC B. (EMBRAC B).

For more information: <https://corporate.asmodee.com/>

About Gamegenic

Established in 2019, Gamegenic embarked on a singular mission: to redefine the landscape of gaming supplies by seamlessly weaving together unparalleled quality, innovation, functionality, and captivating design. Founded by experienced professionals and passionate gamers, each product reflects years of industry know-how. Headquartered in Essen, Germany, Gamegenic operates as part of Asmodee, a testament to its commitment to excellence. Experience the difference! Connect with Gamegenic on social media platforms including [Facebook](#), [X \(Twitter\)](#), [Instagram](#), and [YouTube](#). Website: www.gamegenic.com

About Equinox

Founded in 2020 by game designer Régis Bonnessée (founder of the Libellud studio, publisher of Dixit, Mysterium, and Seasons), EQUINOX is a game studio who will release its new TCG, Altered, in 2024. Altered is an innovative TCG (new rarity system and game mechanics, Companion App) which offers a new, refreshing approach to both competitive and casual players. Set in a universe of rich lore and visual design (influenced by Miyazaki’s work and Dixit-like illustrations), this game is about exploring a new Earth altered by a mysterious event called the Tumult.