

## **GBL increases its digital exposure by acquiring a stake in Voodoo, a global leader in mobile gaming**

Groupe Bruxelles Lambert (“GBL”) has signed a definitive agreement to acquire a minority stake in Voodoo, a leading global developer and publisher of mobile games, in order to support the company’s future development, including through M&A. GBL will invest EUR 266 million, mostly through newly-issued preferred shares at an equity value (post money) of EUR 1.7 billion, translating into a 16% stake for GBL.

Voodoo is ideally positioned at the crossroads of multiple structural trends aligned with GBL’s strategic priorities, including digital, consumer experience and entertainment. Since its founding in 2013, Voodoo has reached a global leadership position in the Hypercasual mobile games segment, with more than 5 billion downloads and 300 million active users monthly. Voodoo has published hits including Helix Jump and Aquapark, with approximately 600 million and 300 million downloads, respectively. The company has developed a strong position in the mobile app ecosystem with an outstanding track record and solid execution capabilities. Voodoo is well positioned to continue to grow in the Hypercasual games market and to successfully penetrate the larger Casual games market, which offers significant potential.

This transaction is aligned with GBL’s strategy, developed by CEO Ian Gallienne and his team. The group has been accelerating its investments in digitally-oriented industries underpinned by structural growth and has partnered with several talented founders and management teams.

GBL looks forward to partnering with Alexandre Yazdi and his team, alongside Tencent, a significant minority shareholder and major group active in the global online gaming space.

For Ian Gallienne: *“This acquisition increases GBL’s exposure to promising secular developments in online gaming and online advertising, in line with our strategy to be more present in the European tech space. Alexandre Yazdi and the rest of the Voodoo team have an outstanding track record, and we are happy to partner with them, alongside Tencent, as they take Voodoo to the next level.”*

Alexandre Yazdi, CEO and co-founder of Voodoo, added: *“We are pleased to welcome GBL as a long-term investor. This investment will fuel our product expansion towards gaming and more broadly, entertainment apps, while solidifying our technological infrastructure to support this growth.”*

The transaction is expected to be completed, once the necessary authorizations are received, during Q3 2021.

For further information, please contact:

**Xavier Likin**  
Chief Financial Officer  
Tel.: +32 2 289 17 72  
xlikin@gbl.be

**Alison Donohoe**  
Head of Investor Relations  
Tel.: +32 2 289 17 64  
adonohoe@gbl.be



## **About Voodoo**

Voodoo was founded in Paris in 2013 by Alexandre Yazdi, CEO, and Laurent Ritter. The company develops and publishes Hypercasual mobile games in partnership with over 2,000 studios worldwide. It boasts a compelling position as world leader in Hypercasual games in the fastest growing segment at the crossroad of gaming and adtech with its 300 million monthly active users and 230+ mobile games available in free access on the Apple Store and Google Play. Voodoo has pioneered the development of emblematic games such as Helix Jump and Aquapark.io. Based in France, the company has additional offices in Germany, Turkey, UK, The Netherlands, Ukraine, Spain, Canada, Japan and Singapore.

## **About Groupe Bruxelles Lambert**

Groupe Bruxelles Lambert (“GBL”) is an established investment holding company, with over sixty years of stock exchange listing, a net asset value of EUR 23 billion and a market capitalisation of EUR 15 billion at the end of June 2021. GBL is a leading investor in Europe, focused on long-term value creation and relying on a stable and supportive family shareholder base. GBL strives to maintain a diversified high-quality portfolio composed of global companies, leaders in their sector, in which it can contribute to value creation by being an active professional investor. GBL seeks to provide attractive returns to its shareholders through a combination of a sustainable dividend and growth in its net asset value.

GBL is listed on the Euronext Brussels stock exchange (Ticker: GBLB BB ; ISIN code: BE0003797140) and is included in the BEL20 index.