



UBISOFT IS JOINING THE TEZOS ECOSYSTEM AS A CORPORATE BAKER

Paris, 20 april, 2021. Ubisoft, a leading creator, publisher and distributor of interactive entertainment and services, has worked with Nomadic Labs, one of the largest research and development centers within the Tezos ecosystem, to participate in it as a corporate baker. Tezos is a public decentralized blockchain dedicated to the creation and management of assets and distributed applications. By officially becoming a baker, Ubisoft will now validate transactions (blocks) and add them to the Tezos blockchain.

Nomadic Labs' mission in France is built on an inclusive vision of blockchain. As a company, it aims to facilitate adoption by the largest number of actors possible. To deliver on this vision Nomadic Labs supports all actors who are exploring, discovering and looking to build on Tezos. By working together with Ubisoft on their new position as a Tezos corporate baker, Nomadic Labs is contributing to the development and diversification of the protocol's corporate baker ecosystem.

By joining the Tezos community, Ubisoft continues its exploration of blockchain technology through its Strategic Innovation Lab, whose mission is to anticipate the future and to help Ubisoft get ready for it by exploring the opportunities offered by innovative technologies. Through their new position as a Tezos corporate baker, Ubisoft will experiment with the innovative liquid proof-of-stake consensus algorithm and continue its long-term research on the potential of this technology for the future of gaming.

Michel Mauny, President of Nomadic Labs, specialist of Tezos blockchain, added: *"This announcement proves once again that the Tezos ecosystem is one of the most active in the world. We are delighted to have worked with the Ubisoft Strategic Innovation Lab on their exploration of Tezos. Ubisoft is one of the first large companies to show interest in blockchain technology by testing several protocols through the years and we are happy to welcome them in our ecosystem. Their experience and vision will be an asset in the Tezos community."*

Nicolas Pouard, Blockchain Initiative Director at Ubisoft added: *"We're happy to be joining the Tezos ecosystem as a corporate baker. Ubisoft believes that blockchain has the potential to bring new possibilities to players and developers alike, and this new collaboration will allow us to pursue our innovation efforts with an ecosystem that aligns with our environmental-friendly approach thanks to its proof-of-stake consensus algorithm."*

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Far Cry, For Honor, Just Dance, Watch Dogs, Tom Clancy's video game series including Ghost Recon, Rainbow Six and The Division. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and

PCs. For the 2019-20 fiscal year, Ubisoft generated net bookings of €1,534 million. To learn more, please visit: www.ubisoftgroup.com.

About Nomadic Labs

Nomadic Labs is one of the largest research and development centers within the Tezos ecosystem. Based in Paris, it brings together more than 50 engineering researchers working on the development and evolution of the Tezos protocol. Nomadic Labs helps companies and institutions to use the Tezos blockchain for their business needs, providing technical support in France, Luxembourg and Belgium. Learn more about Nomadic Labs at <https://www.nomadic-labs.com> and follow us on Twitter @LabosNomades.

About Tezos

Tezos is smart money, redefining what it means to hold and exchange value in a digitally connected world. A self-upgradable blockchain with a proven track record, Tezos seamlessly adopts tomorrow's innovations without network disruptions today. To learn more, visit [Tezos.com](https://tezos.com).

PRESS CONTACT

Nomadic Labs

Press@nomadic-labs.com

Gaël Durand-Perdriel / gael.durand-perdriel@havas.com / + 33 6 79 48 19 70

US-Press Contact:

Jackie Zupsic / jzupsic@tuskstrategies.com

Ubisoft

Paul Grand / Corporate PR Manager / paul.grand@ubisoft.com