



Press release

ASMODEE ANNOUNCES LAUNCH OF NEW LICENSED COBRA KAI GAME

ROSEVILLE, MN — July 28, 2023 — Asmodee today announced the highly anticipated *Cobra Kai* board game as part of their collaboration with Sony Pictures Consumer Products. The game will be available for purchase exclusively in Walmart in the US beginning August 1 and globally later this year.

In *Cobra Kai*, two to four players assume the role of Sensei and train their students for a head to head tournament against their fellow players. Gameplay occurs through a series of two phases rounds with players training and entering their students into the iconic All-Valley Karate Tournament. To win, players must have their student reach the finals and be victorious. Fans of the *Cobra Kai* series, produced by Sony Pictures Television in association with Westbrook Entertainment, are sure to love this dynamic board game.

“It’s really fun and quite amazing when a game play pattern matches so perfectly with an entertainment property.” said Julien Sharp, General Manager of Asmodee USA. “When that happens, like it did here, it all comes together for a really great game!”

For more information on *Cobra Kai*, Asmodee and Mixlore, a leading developer of exciting and creative licensed games, please visit corporate.asmodee.com.

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About Asmodee

Asmodee is an entertainment leader specialized in board games, 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: corporate.asmodee.com

About Mixlore

Founded in 2018, Mixlore is a French-based publisher dedicated to hunting the latest and hottest trends to convert them into fun and accessible games for everyone. Some of their most famous games are *Ramen Fury*, *The Shining*, *The Queen's Gambit*, *Squid Game* and many more to come!

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP) is the licensing and merchandising division of Sony Pictures' Motion Picture Group and Sony Pictures Television for [Sony Pictures Entertainment](http://www.sonypictures.com/corp/divisions.html) (SPE), a subsidiary of Tokyo-based Sony Group Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. Sony Pictures Television operates dozens of wholly-owned or joint-venture production companies around the world. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, 3000 Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, Sony Pictures International Productions, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>

About Cobra Kai

In the highly-anticipated return of two iconic characters, the arch-rivals from the legendary *Karate Kid* film series reunite over 30 years after the events of the 1984 All Valley Karate Tournament. Now living in the affluent hills of Encino, Daniel LaRusso (Ralph Macchio) leads an enviable life with his beautiful family, while running a successful string of car dealerships throughout the valley. Meanwhile, his high school adversary, Johnny Lawrence (William Zabka), whose life has taken a rocky turn, seeks redemption by reopening the infamous Cobra Kai karate dojo. Their lives inevitably become intertwined and the rivalry is reignited, setting forth the next generation of "karate kids" in COBRA KAI. COBRA KAI is written and executive produced by Josh Heald, Jon Hurwitz, and Hayden Schlossberg via their production company, Counterbalance Entertainment. COBRA KAI is produced by Sony Pictures Television in association with Westbrook Entertainment.

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