

Ubisoft Entertainment SA in Toys and Games (France)

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Abstracts

Ubisoft's medium-term objective in France is to grow its sales revenue by at least 50% over the first two years of the forecast period. The company plans to do so by focusing on a smaller number of games (but of AAA ratings) which can generate high value. The company also seeks to increase its profitability by further building on strategies which favour digital software, as well as prolonging the lifecycles of its video games.

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