

PRESS RELEASE · PARIS, 24 MAY 2019

When the leading bridge app and the leading bridge publisher come together to promote bridge.

GOTO Games and **Le Bridgeur** have announced that they have just come together.

A few months after the merger between BBO and Funbridge, GOTO Games steps up its development with the acquisition of *Le Bridgeur*, increasing its presence in the bridge market as part of a global strategy.

With two magazines (*Le Bridgeur* and *Bridgerama*) and many popular books and software, **Le Bridgeur** will add a new stone to the Group edifice.

Play and inform...

With this merger, the objective of GOTO Games and Le Bridgeur is to encourage bridge addicts to play and inform them of the latest bridge news.

Thanks to the expertise of Le Bridgeur in terms of content, the Group will be able to share even more information and reports.

... and progress

Renowned authors and teachers will serve both companies to provide numerous tools intended to help players make progress (educational resources, learning approaches, etc.).

Digital and paper brought together

Thanks to digital and/or paper supports, everyone will be able to choose how to play and learn bridge. Indeed, our ambition is to offer the most comprehensive range of services to bridge lovers.

Bridge supplies

Last facet of our activity: we will provide private individuals as well as professionals with all the necessary equipment.

It is thus quite natural for both companies to come together in order to promote bridge worldwide and attract new players to the game.



Olivier Comte comments: *"The arrival of Le Bridgeur is an important step in our development and shows our commitment to offering a global ecosystem to our communities. The quality of the magazines, the number of titles published and the e-commerce expertise are real assets that will benefit all our current clients."*

Karine Meyer-Naudan says: *"This is a unique opportunity for us to take part in the creation of this new key player in the global bridge market and we are very proud of bringing our content and expertise as a publisher. We will now be able to speed up our digital transition on the one hand and open our contents to the international market on the other."*

ABOUT LE BRIDGEUR

The company Le Bridgeur was founded in 1958 and is focused on two areas related to bridge: the production and sale of bridge products and publishing (books, software and two magazines, namely 'Le Bridgeur' and 'Bridgerama').

Le Bridgeur has a history of more than half a century. It now has a flagship shop in Paris, professional partners (clubs, committees and resellers), enthusiastic clients

and effective mail-order and online sale systems. Among the previous owners of the company were illustrious names of bridge in France such as Bauche, de l'Epine, Damiani, Descours and Meyer. In 1996, it entered the group HM Éditions, a French independent family group specialised in publishing and communication.

www.lebridgeur.com

ABOUT FUNBRIDGE

Created in the 1990s under the impetus of 2017 World Vice-Champion Jérôme Rombaut (among others), the Funbridge app was first launched on PC and quickly became highly successful. At that time, players could see how they compared to others online on the same boards. From that date, Funbridge has continued to enhance its offer with new features (introductory bridge module, practice, competitions, federation

tournaments, Team Championship, group chat, etc.) and is also compatible with a wide range of devices. Indeed, the Funbridge app is now available on smartphones, tablets, Mac and PC. More than 100,000 players play over 1.2 million deals every day. Translated into 13 languages, the app gathers players from over 180 countries.

www.funbridge.com

ABOUT BRIDGE BASE ONLINE, INC.

Created as a byproduct of World Champion Fred Gitelman's award winning software series Bridge Master 2000, the free online bridge website Bridge Base Online was launched in 2001 and quickly became one of the most popular bridge platforms in the market with an all-encompassing set of products serving the

needs of bridge educators, serious or casual players. Bridge Base is available as both a web and mobile app. BBO in figures: over 2.5 million deals played every day, over 175,000 players online every day, over 180 countries represented, available in 29 languages.

www.bridgebase.com