



Call for Start-Ups: Ubisoft® Is Now Recruiting for the Fourth Season of its International Start-Up Program at Station F and Announces the Program's Expansion to Asia.

The "Ubisoft Entrepreneurs Lab" program is expanding to Singapore with a focus on Blockchain and extended entertainment.

SINGAPORE — May 14, 2019 — Today, Ubisoft announced the fourth season of its start-up program at the world's biggest start-up campus, Station F in Paris, France as well as its expansion to Singapore. By expanding this program to Asia, Ubisoft will be able to support and reach out to more entrepreneurs around the world working on innovative technologies to help shape the future of entertainment. The "Ubisoft Entrepreneurs Lab" as it will now be known is managed by Ubisoft's Strategic Innovation Lab.

In collaboration with the Singapore studio, the newest program will recruit for its first season of start-ups residing at PIXEL, an innovation space managed by the IMDA (Info-communications Media Development Authority), the government agency leading Singapore's digital transformation with infocomm media.

"We are now heading into our fourth season of our start-up program at Station F in Paris, and are very happy to extend the Ubisoft Entrepreneurs Lab to Singapore" says Catherine Seys, Start-up Program Director at the Strategic Innovation Lab. "Ubisoft Singapore has been established for more than 10 years, and from what we already know of the region we are confident that its vibrant local tech ecosystem and strong talent pool are key ingredients for budding start-ups."

Mr Howie Lau, Chief Industry Development Officer, IMDA added "We are excited about partnering with Ubisoft in this new initiative. PIXEL, located in the One-North innovation district with a vibrant tech and media community, is well positioned to play the role of the Asian node of Ubisoft's Entrepreneurs Lab. This collaboration will enable participating start-ups in Singapore and the region to access IMDA PIXEL's facilities and local programs, as well as to access Ubisoft's global resources and mentorship to develop innovative solutions for the entertainment sector."

All selected start-ups, in both campuses, will benefit from a six-month personalized program enabling each entrepreneur to interact with Ubisoft experts as well as partners across the company's international network. The mentor of this new season is Serge Hascoet, Chief Creative Officer at Ubisoft, whose 30+ years' experience and creative vision for the company will be an invaluable asset to them.

The fourth season offering two tracks, both available in the Paris and Singapore campuses, will focus on two themes:

- The exploration of the links between Blockchain technology and entertainment, in the continuity of the previous seasons;
- Extended entertainment: innovative services with the goal of improving entertainment experiences before, during and after gaming sessions.

Candidates can apply now <https://www.ubisoft.com/en-us/company/start-ups/station-f.aspx>. The program will take place from September 1 2019 to March 1 2020, and the application process will close on June 30 2019.

For more information about Ubisoft's programs and opportunities, please visit Ubisoft.com

JOINTLY ISSUED BY UBISOFT AND THE INFOCOMM MEDIA DEVELOPMENT AUTHORITY

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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, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. 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 2017-18 fiscal year Ubisoft generated sales of €1,732 million. To learn more, please visit www.ubisoft.com.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

About Singapore Digital (SG:D)

Singapore Digital (SG:D) gives Singapore's digitalisation efforts a face, identifying our digital programs and initiatives with one set of visuals, and speaking to our local and international audiences in the same language. The SG:D logo is made up of rounded fonts that evolve from the expressive dot that is red. SG stands for Singapore and :D refers to our digital economy. The :D smiley face icon also signifies the optimism of Singaporeans moving into a digital economy. As we progress into the digital economy, it's all about the people - empathy and assurance will be at the heart of all that we do.