



**TIME invests in Oh BiBi,
a French video game developer enjoying international success
A total investment of €3 million**

Paris, June 30th 2014 – In a sector where French know-how is recognized worldwide, **TIME supports the growth of Oh BiBi, a mobile game developer and publisher.**

Founded in 2012, Oh BiBi develops and publishes freemium mobile games, where players can buy virtual items, available on smartphones and tablets. Designed to be enjoyable for everyone, and based on rich universes and graphics, Oh BiBi's games are intended to compete with the greatest App Store and Google Play successes.

Oh BiBi is led by an exceptional team. Stanislas Dewavrin, founder and CEO, has worked as Vice-President of Creation and Creative Director for Gameloft for 11 years. Thanks to his perfectionism and his strong game design skills, he contributed to dozens of games downloaded hundreds of millions of times. Martial Valéry, the COO of Oh BiBi, worked as Director of Content and Innovation for Gameloft. He led several franchises to global successes, such as Asphalt, Brother in Arms and Despicable Me: Minion Rush. Martial joined Oh BiBi in 2013, and brought his vision, expertise, and managerial skills.

Oh BiBi gained wide recognition thanks to its first game, launched in 2012: Motor World Car Factory, where the player manages an automotive factory where anything can happen! From designing new car models, recruiting employees and selling cars, everything is up to the player. He must increase his sales and invent new models, each one crazier than the other! This game has been highly successful and was downloaded several millions of times, in particular in the United States. This success relies on the game's addictive mechanisms, its scenario, its graphic universe, and its high virality. The game's very high level of monetization converted its large audience into a commercial success story.

The high quality of Oh BiBi's team, its in-depth knowledge of the gaming sector, together with the success of its first game convinced TIME to take a minority stake in Oh Bibi. TIME invested in Oh BiBi together with gumi, a leading Japanese mobile games publisher. The total

amount of this investment is 3 million euros. gumi is the publisher of the blockbuster game Brave Frontier, and is well-established in Japan, Korea, and Singapore. Thus, gumi will be able to bring its expertise to Oh BiBi, and will help it enter the Asian market.

Martial Valéry, Oh BiBi's COO says: « We are convinced that TIME's expertise in the media sector and in helping startup grow, combined with gumi's expertise in the mobile gaming market, will accelerate our development process. We could not dream of a better alliance, and we are delighted to have such experts working at our side ».

Hironao Kunimistu, gumi Inc's CEO says: «We are enthusiastic about this investment in Oh BiBi, which is going to stimulate the French mobile gaming market. Martial Valéry's and Stanislas Dewavrin's innovative capacity and rigor are beyond question. We are confident in the success of Oh BiBi's next games. Thanks to our expertise in the sector, we will provide Oh BiBi with operational support, its team being totally free of making its own choices ».

Jean-Luc Cyrot, Partner at TIME says: « Stanislas and Martial have an unrivaled ability to combine creativity and rigorous execution. Their charisma and reputation are bound to attract the game industry's most talented people to Oh BiBi. We believe that this team is able to achieve one blockbuster after another. That is why we want to provide Oh BiBi with the financial and strategic support to do so ».

About TIME : www.time-ep.com

TIME Equity Partners sources and manages the investments of the growth capital fund TIME Investors, which focuses on companies operating at the heart of the digital revolution. Funded by Yam Invest, an investment company created by four European entrepreneurs, TIME provides flexible equity financing to accelerate the growth of dynamic, profitable and innovative European companies in the TIME (Telecom, Internet, Media and E-Business) sectors. The management team of TIME Equity Partners, Henri de Bodinat, and Jean-Luc Cyrot, combines a strong background in management and technology in the digital sector with an entrepreneurial DNA, a must-have to fully understand and support digital companies at key stages of their development.

About gumi :

gumi is one of the top game developers in Japan. gumi has published more than 20 titles : original titles such as Brave Frontier, iFighter 1942 , Super Slot Showdown, and others in collaboration with famous brands, such as FIFA and Monster Hunter. More than 500 people work for gumi all over the world, in Tokyo, Fukuoka, Singapore, Seoul, Shanghai, Taiwan, and Paris. gumi received the 1st place in the Deloitte Technology Fast 50 Japan in October 2012 for having achieved the fastest annual revenue growth in Japan with 3950.2% over the past three years.

About Oh BiBi :

Oh BiBi develops and publishes original mobile games. It was founded by former Gameloft executives. Oh BiBi wants to seduce millions of gamers worldwide with unique experiences, and strong emotional impact. Humour, gaming pleasure, and graphic quality are at the very heart of Oh

BiBi's work. Motor World Car Factory, Oh BiBi's first game, was selected as one of App Store's top 50 games. It is available on iOS and Android.

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