

Asmodee USA

Best Sellers Program

Revised April 2023



Great Games, Amazing Stories

Asmodee USA:

Great Games, Amazing Stories

Strong partnerships with hobby brick and mortar stores are foundational to Asmodee USA. Not only do you provide a local shopping experience for your customers to engage with our titles, you also introduce new generations of players to the tabletop hobby and support player communities with in-store activities. Our Flagship Retailer Program allows us to work together to continue making great games, while telling amazing stories.

What is the Flagship Retailer Program?

Our Flagship Program reinvests in retailers who carry our games and host in- store events and activities. We do this in the following ways:

- Rewards for growing sales in the form of additional profit margin
- Access to our demo games, which allows them to purchase games at a discount of 75% off MSRP
- Access to our Best Sellers Program and Hobby Next Initiative
- Ability to run in store Organized Play events

For additional information about the Flagship Program, please contact your sales rep or use the contact info below:

☎ 1-844-6-ASMDEE (1-844-627-6633)

✉ inquiries@asmodeena.com

Welcome to the Best Sellers Program!

The Asmodee Best Sellers Program enables retailers to stock Asmodee's top 35 games – a selection of our most popular, best selling titles that your customers are sure to love. In order to participate, your store must maintain stock on these titles – plus 1 case of a curated list of key new releases* that will be announced and released throughout the year – stock checks will be performed by your Asmodee Account Manager monthly. In exchange, your store receives the following benefits:

- An Additional 1% off MSRP on the Majority* of Asmodee USA Orders
- First Allocation priority
- Placement on Asmodee Store Locator ([Find a store near you](#))
- Access to the Hobby Next Program

What is Hobby Next?

Hobby Next is a program available to retailers enrolled in our Best Sellers program. The goal of Hobby Next is to drive traffic into brick and mortar hobby stores. This is done through strategic early access to key releases and social media engagement. Participating in the Best Sellers Program is the only way to take advantage of Hobby Next promotions.

How do I join?

All you need to do to be enrolled in the Best Sellers Program is:

- Carry two copies of our Top 35 games and restock as they sell monthly.
- Have a monthly stock check with your Asmodee Account Manager.
- Stock 1 case of 10 Key New Releases on release or 2 cases of 5 Key New Releases on release annually.

For additional information about the Best Sellers Program and Key New Releases, please contact your sales rep or use the contact info below:

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✉ inquiries@asmodeena.com

Best Sellers Program

Key Reasons to Stock The Best Sellers

- **Return on Investment** - We have curated this selection with the top 35 products that show the most likely return on investment for brick and mortar game stores. This is shown through the 103% on average increase in MSRP sales.
- **Great Games** - The products featured are our best-selling games, a majority of which are the first games purchased by new customers. These games are well known worldwide for introducing brand new players to board games and will help you as a retailer create new lifelong customers.
- **A Wide Selection for Everyone**
 - The games in the Best Sellers offer variety and a range of prices, themes, and engagement levels, giving you the ability to offer titles to dedicated players, casual gamers, and first-time buyers alike.
- **Additional Benefits**
 - Participating retailers are eligible for other monthly benefits, including but not limited to:
Participating retailers are eligible for other monthly benefits to help maximize potential foot-traffic and sales.

While supplies Last



Asmodee USA Best Sellers

Entire Best Sellers Line



MSRP
\$3,157.24



Store Name: _____

Phone Number: _____

Address: _____

Contact Name: _____

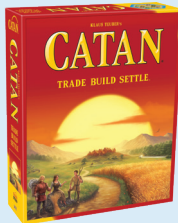
Email: _____

Catan



CN3071

MSRP
\$59.99



Ticket to Ride



DO7201

MSRP
\$59.99



Pandemic



ZM7101

MSRP
\$44.99



Spot It



SP411

MSRP
\$12.99



Splendor



SPL01

MSRP
\$44.99



Carcassonne



ZM7810

MSRP
\$41.99

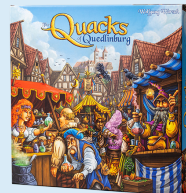


Quacks of Quedlinburg



OAK00

MSRP
\$49.99



7 Wonders



SV01EN

MSRP
\$59.99



Dixit



DIX01N

MSRP
\$39.99



Concept



CONC01

MSRP
\$44.99



Ramen Fury



RA01EN

MSRP
\$11.99



Ticket to Ride: Europe



DO7202

MSRP
\$59.99



Catan 5-6 Player Expansion



CN3072

MSRP
\$32.99



Mysteryum



MYST01

MSRP
\$54.99



Skull



SCSK02EN

MSRP
\$19.99



Catan: Seafarers



CN3073

MSRP
\$59.99



Small World



DO7901

MSRP
\$59.99



Love Letter



ZLL01

MSRP
\$14.99



Mysterium Park



MYST04

MSRP
\$29.99

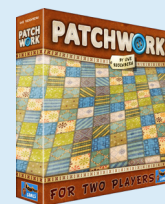


Patchwork



LK3505

MSRP
\$34.99



7 Wonders: Duel



SEV07

MSRP
\$34.99



Canvas



CANVAS01

MSRP
\$39.99



Wavelength



WAV01

MSRP
\$34.99

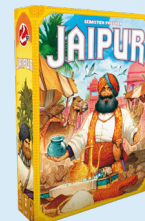


Jaipur



JAIP01

MSRP
\$24.99

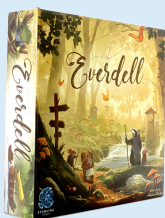


Everdell



STG2668EN

MSRP
\$75.00



Star Wars: UNLOCK!



SWU001

MSRP
\$40.99



Azul



NM6010

MSRP
\$39.99



Arkham Horror LCG 2nd Edition



AHC60

MSRP
\$59.95



Just One



JOUS01

MSRP
\$24.99



Sherlock Holmes: Jack the Ripper & West



SHEH02

MSRP
\$57.99



Camel Up



PG3070

MSRP
\$39.99



Marvel Champions The Card Game



MC01EN

MSRP
\$69.99

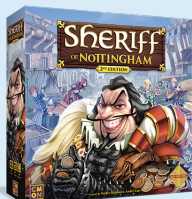


Sheriff of Nottingham 2nd edition



SHF004

MSRP
\$39.99

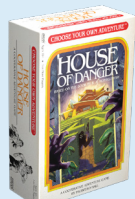


Choose Your Own Adventure: House of Danger



CYA01

MSRP
\$24.99



Catan Junior



CN3025

MSRP
\$34.99





asmodee

Bringing Games and People Together
Contact your Sales Rep today!



asmodee

☎ 1-844-6-ASMDEE

🌐 asmodeeUSA.com