

2024 PRESS KIT





IELLO is the publisher of award-winning games such as

King of Tokyo, Welcome to the Dungeon, Bunny Kingdom, and many others for every age and gaming level. Since 2004, we have taken pride in bringing people together to enjoy fresh and exciting adventures designed by the most talented artists and creators out there.

Since 2012, we are bringing worldwide attention to the distribution of IELLO games, making IELLO a major actor in a growing industry. This success is quickly leading to market penetration in territories such as North America, Europe, Asia, Oceania and South America.

Key numbers

2004

Creation of the company

2012

Creation of IELLO Export

18 MILLION EUROS

in revenues in 2023

20 NEW

RECRUITMENTS

in 2022/23

MORE THAN 80

partners around the world

SUCCESS STORY

This story starts with two fans of Magic: The Gathering

Cédric Barbé and Patrice Boulet, and a suitcase. Inside this suitcase is the first prototype of what would later become King of Tokyo, and a dream: the dream of bringing a new challenging idea by Richard Garfield to the world. Both men travelled around the world to find a publisher, only to be met with skepticism. Having faith in their project, Cédric and Patrice ended up publishing the game themselves, and quickly enough, the critical and commercial success of King of Tokyo enabled IELLO to grow from French distributor to international games publisher.



We're striving to deliver a new generation of games that have nothing to do with your grandpa's tired old card game for those long winter nights. We want to provide fun to everyone. But we're not a regular games company.



We collaborate with the most talented visual artists to make the games come alive and provide players with an experience that entertains both their minds and their eyes. We want people to bond with their friends, discover new styles, sail to new worlds, go through the looking-glass, and create unforgettable moments together. But for us, a game is also a work of art: from the small details in quirky illustrations to transposing a book to tokens and cards, it's always about unlocking the power of imagination.

We're 100% dedicated to our players, which we meet in fairs and conventions on multiple occasions throughout the year. Whether events are big or small, we believe in one thing: Games can bring people together through fun! That is why we're delighted to take part in fairs all around the world from Germany to Thailand and in the USA and thank the organizers for this exciting opportunity to show our latest creations.



Making games that are works of art is a strong focus in our identity. Whenever players want to create unforgettable moments with others, they know they can rely on IELLO games for a very visual and entertaining experience. Our approach to making games is one of constantly delivering a high-quality and fresh experience.

OUR BEST SELLERS

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RICHARD GARFIELD KING OF TOKYO



SMASH OTHER MONSTERS TO BECOME THE KING!

In 2011, Richard Garfield, creator of the best-selling Magic: The Gathering card game, is bringing a wonderful wild game to IELLO in which you play as mutant monsters, gigantic robots, and other impressive invaders to joyfully smash your competitors and become the King of Tokyo.

Throw the dice up to three times and adjust your strategy to your fate to show who's boss. Gain Victory Points, equip your monster with special cards, heal yourself, but above all... Smash your opponents!

The second edition of IELLO's best seller was released in 2016 with a complete redesign, new monsters, clearer rulebook... and the same amount of fun!

"A game that should be in everyone's collection and one of the best game ever designed!"

- from *Dice Tower*



QUICK PLAYS | NASTILY FUNNY | QUIRKY

An ever growing line of monsters!



2020



2021



2022



2024

More than 1 million copies worldwide!

OUR BEST SELLERS



A quick and easy-to-learn fighting game, in which you will have to strategically choose your movements, but also manage your cards intelligently, to be the last player standing!

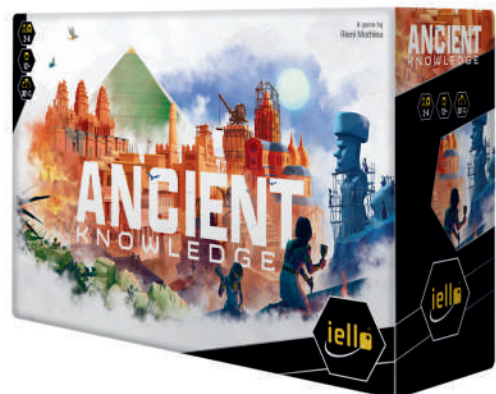
Richard Garfield's signature mechanics of clever placement and ambitious drafting are combining to create this unique and highly entertaining game!

BUNNY KINGDOM



DIAMANT

Delve into the Tacora Cave searching for forgotten treasures, but tread carefully or risk falling into a trap and losing all of your diamonds.



ANCIENT KNOWLEDGE

Acquire the knowledge of your monuments before it is lost forever! Gain as many victory points as possible and prove yourself worthy of your famous ancestors.

MINI GAMES :



CARD GAMES :



DETECTIVE GAMES :



A WORLDWIDE PRESENCE

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IELLO games are available in more than 30 languages on every continents.



With our US partner Flat River Group, we are proud to sell and distribute our games in the US, which has already grown to be our biggest market.

Our presence on promising territories has led us to create a real brand identity with foreign partners worldwide. Thanks to this strong and reckoned identity as a games publisher, IELLO is now selling its bestsellers but also the rest of its ever-growing catalog, thus insuring the growth of its revenue.

Every year, IELLO is proud to be part of the biggest events in the industry: Essen SPIEL, GenCon, UKGE, SpielwarenMesse, or even BerlinCon, where we promote our games with the passion that make us stand out to our fans, players and partners all around the globe. In collaboration with our distributors, IELLO games are also played in numerous local fairs and events in countries such as UK, US, Italy, the Netherlands, Hungary, Spain, Chili, Thailand and more!



CONTACT US

LAURENCE GRAU

Export Manager

laurence.grau@iello.fr

+33 367 249 674

NADÈGE JOUVERT

Key Account Sales Rep.

nadege.jouvert@iello.fr

+33 383 449 664

JASON VANONI

Sales Rep.

jason.vanoni@iello.fr

+33 357 540 897

THIBAUT VILLARET

B2B Communication
& Marketing Officer

thibault.villaret@iello.fr

+33 367 249 676

ROGER ANTHONY

B2C Communication officer

roger.anthony@iello.fr

+33 357 540 892