


# UBISOFT

IN QUEBEC

| PRESS KIT

 UBISOFT

# THE UBISOFT GROUP IN BRIEF



Founded in 1986



Present on five continents with over 40 development studios



The biggest internal creative force in the industry, with over 80% of our teams devoted to creation



An international network of employees from 108 countries who speak 55 different languages



Over 18,000 employees



100 million unique active players (mobile excluded)

## IN CANADA



Six video game studios: Montreal, Quebec City, Saguenay, Toronto, Winnipeg and Halifax, with over 5,000 employees



Named one of the 5 best employers in Canada by Forbes magazine



Canadian studios' objective for 2025: go from 20 to 200 million active players every month



# UBISOFT MONTRÉAL



Founded in 1997



Over 4,000 employees



The biggest video game developer in the world



Creator of five of Ubisoft's biggest franchises worldwide (Assassin's Creed, Far Cry, For Honor, Rainbow Six, Watch\_Dogs)

3



The four most represented areas:

PROGRAMMING

ART

GAME AND LEVEL DESIGN

IT



Over 100 games developed



# UBISOFT QUÉBEC



Founded in 2005



Over 500 employees



The largest video game studio  
in Quebec City



Over 30 games  
developed to date



Creators of Assassin's Creed  
Odyssey and Immortals Fenyx  
Rising



# UBISOFT SAGUENAY



Founded in 2018



Over 70 employees



Mission: build Ubisoft's expertise in online gaming, a key area of growth and innovation in the video game industry

22% have returned to their region of origin

56% are from Saguenay-Lac-Saint-Jean



# UBISOFT IN QUEBEC IS ALSO...

## UBISOFT HYBRIDE



Founded in Quebec in 1991 and  
acquired by Ubisoft in 2008



Worked on 90 major international  
productions, including blockbuster  
movies such as Avatar, The Hunger  
Games, Jurassic World and Star  
Wars



World leader in visual effects and  
digital imaging



155 employees split between two  
studios in Piedmont and Montreal



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# THE VIDEO GAME INDUSTRY IN QUEBEC

Montreal:  
fifth-largest global centre for  
video game development  
after Tokyo, London,  
San Francisco and Austin

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Over  
13,000 direct jobs in Quebec

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218 companies

Economic impact:  
\$827 million

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Average yearly salary:  
over \$67,000

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Education:  
45 college and professional  
programs and 16 university  
programs in multimedia and video  
gaming in 11 regions of  
the province

A 63,8% increase  
in gaming-sector companies  
between 2015 and 2019

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Represents 31,5% of studios  
and 46,8% of jobs in the industry  
in Canada

# OUR EXECUTIVES

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## CHRISTOPHE DERENNES

MANAGING DIRECTOR,  
UBISOFT MONTREAL

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Christophe Derennes joined Ubisoft Montreuil in 1990, where he was in charge of management, purchasing, and operations control, as well as the organization's computerization. After seven years at HQ, he left France for Quebec, launching the Montreal studio in close collaboration with Sabine Hamelin. He was then responsible for setting up and managing Ubisoft's quality control.

In 2000, he briefly left to open Gameloft's Montreal studio as managing director, returning to Ubisoft Montreal two years later to take on the role of editorial vice-president, and then executive vice-president of production from 2006-2020, where he ensured that the production portfolio was delivered in alignment with the studio's and organization's strategy.

With over 25 years of experience in the organization, Christophe Derennes was appointed as head of the Montreal studio in July 2020.

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## NATHALIE BOUCHARD

MANAGING DIRECTOR,  
UBISOFT QUEBEC

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Driven by transformational leadership, Nathalie Bouchard has been working for over 20 years to mobilize collective intelligence around organizational change. Endowed with a keen strategic sense, a strong analytical mind and an energetic personality, she has made her mark in the entertainment industry and acquired solid experience in an international context, notably at Cirque du Soleil, where she served as General Manager of the Costume Workshop and Artistic Services. She joined the Ubisoft Québec team as Managing Director at the beginning of 2021 and takes the reins of a talented, innovative and passionate team that has the wind in its sails.

Founded in 2005, the studio has been involved in a number of key Ubisoft franchises, most notably assuming leadership of Assassin's Creed Syndicate and Assassin's Creed Odyssey. In December 2020, the studio also launched Immortals Fenyx Rising, a brand new gaming experience.

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## JIMMY BOULIANNE

MANAGING DIRECTOR,  
UBISOFT SAGUENAY

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Jimmy Boulianne has more than 22 years of experience in product development and innovation for online services. Prior to joining Ubisoft, he honed his experience at technology companies such as Hyperchip, Beltron and Matrox Networks. During his 14 years at Ubisoft he has worked as technology lead on several brands, including Splinter Cell, Assassin's Creed and Rainbow Six, and as Director of Development for the Online Technology Group. In 2017, Jimmy became Managing Director of Ubisoft Saguenay, with the mandate to develop leading online experiences in collaboration with the other Ubisoft Canadian Studios.

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# UBISOFT'S ENGAGEMENTS IN QUEBEC





# UBISOFT ÉDUCATION



**ATTRACT** MORE YOUNG PEOPLE  
TO STEM\* DISCIPLINES



**DEVELOP** YOUNG PEOPLE'S SKILLS IN  
STEM-RELATED FIELDS



**DIVERSIFY** QUEBEC'S TALENT POOL  
IN STEM DISCIPLINES

# PRIMARY, SECONDARY AND CEGEP LEVELS

OVER  
**75,000**  
YOUNG PEOPLE  
PARTICIPATING  
IN ACTIVITIES



SUPPORTS  
**200**  
KIDS CODE JEUNESSE  
CODING CLUBS  
IN QUEBEC



(programming workshops  
to develop the computer skills  
of kids between 8 and 12 years  
old)

NEARLY  
**300**  
EMPLOYEES  
INVOLVED



SEVERAL  
**PARTNERSHIPS**  
WITH HIGH-RANKING INSTITUTIONS  
TO DEVELOP FUTURE SKILLS AND  
INTRODUCE YOUNG PEOPLE TO  
PROGRAMMING



RÉSEAU TECHNOSCIENCE, FUSION  
JEUNESSE, ACADEMOS, CODE MTL, ETC.

SUPPORT AND CREATION  
**OF INITIATIVES  
TO PROMOTE**



STEM JOBS  
FOR GIRLS AND YOUNG WOMEN

TECHNOVATION, LES AUDACIEUSES,  
LES FILLES & LE CODE, LE CODE DES FILLES, ETC.

# UNIVERSITY LEVEL

## GAME LAB COMPETITION

 **10**  
WEEKS TO  
DEVELOP A GAME  
PROTOTYPE

 **12**  
PARTICIPATING  
UNIVERSITIES

 NEARLY  
**200**  
EMPLOYEES FROM OUR  
THREE QUEBEC STUDIOS  
INVOLVED IN  
THE PROGRAM

 **30**  
INTERNSHIPS OR  
HIRES FROM AMONG  
PARTICIPANTS AT  
THE LAST EDITION

 **168**  
PARTICIPANTS  
IN THE CONTEST  
AT THE LAST  
EDITION

 **\$22,000**  
IN SCHOLARSHIPS

15

## OTHER INITIATIVES

 **\$5,000 to  
\$10,000**

IN SCHOLARSHIPS GRANTED AT  
8 UNIVERSITIES, HALF OF WHICH  
WENT TO WOMEN

 SEVERAL PAID  
**INTERNSHIPS**



# UBISOFT ENTREPRENEURS



## **MENTORSHIP**

ACCELERATE EMERGING TECHNO-CREATIVE ENTREPRENEURSHIP



## **PARTNERSHIPS**

CONNECT LOCAL COMPANIES TO UBISOFT'S GLOBAL ECOSYSTEM



## **VENTURE CAPITAL**

BOOST TECHNO-CREATIVE COMPANIES VIA WHITE STAR CAPITAL



## THE INDIE SERIES

A competition to drive Canadian leadership in the independent video game industry



**24**

CANDIDATE STUDIOS  
IN 2020



A GRAND PRIZE OF  
**\$50,000**  
AND A SPECIAL  
PRIZE OF **\$25,000**



A  
**JURY**

MADE UP OF EXPERTS  
FROM UBISOFT'S  
STUDIOS IN QUEBEC



A  
**MENTORING  
PROGRAM**

WITH OUR EXPERTS

## WHITE STAR CAPITAL INVESTMENT FUND

With an investment of five million dollars, Ubisoft joined forces with Caisse de dépôt et placement du Québec, Fonds de solidarité FTQ, Investissement Québec, and Business Development Bank of Canada to create the White Star Capital (WSC) investment fund for Quebec's techno-creative businesses.

Two Quebec companies received \$20 million in funding from WSC: Dialogue, a telemedicine provider, and Vention, a cloud-based computer-assisted design platform.

## BUSINESS PARTNERSHIPS

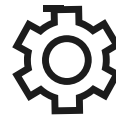
In 2017–2018, Ubisoft's studios in Montreal, Quebec and Saguenay worked with more than 350 companies in Quebec across all business sectors, including 85 techno-creative companies.

In 2017, Ubisoft contributed \$61 million to the revenue of 350 Quebec entrepreneurs.





# UBISOFT LA FORGE



**ACCELERATE** R&D  
THROUGH PROTOTYPES



**ENCOURAGE** COLLABORATION  
BETWEEN ACADEMIC RESEARCHERS  
AND  
PRODUCTION TEAMS



**IMPLEMENT** TECHNOLOGICAL  
IDEAS



OVER  
**25**

UBISOFT EMPLOYEES AND  
NEARLY 40 STUDENTS AND  
RESEARCHERS INVOLVED



**7**

QUEBEC  
UNIVERSITIES  
INVOLVED



NUMEROUS  
SCIENTIFIC  
PUBLICATIONS



A CONFIRMED PRESENCE IN

**2**  
STUDIOS (MONTREAL  
AND TORONTO)

20

# LIFE AT UBISOFT

## **Development**

Training, conferences, workshops and focus groups encourage employees to share their expertise and move forward in their careers

## **Celebrations**

We celebrate the success of our teams and organize events for family and friends

## **Work hours**

Flexible work schedules are adapted to our employees' lifestyles

## **Salary**

Overall competitive pay, insurance policies and advantageous group RRSP plan

## **Work environment**

Inspiring work and relaxation spaces stimulate creativity

## **Gym**

The on-site Gym Ubi offers group classes, customized training programs and team sports

## **Healthcare**

Ubisoft Clinic in Montreal offers general medical services, massage therapy, myotherapy, nutrition, physiotherapy and vaccination services, combined with telemedicine services



**| OUR CORE BRANDS**



# ASSASSIN'S CREED

 OVER

**155 MILLION**

UNITS SOLD

 OVER

**100 MILLION**

PLAYERS

TWO "DISCOVERY TOUR" VERSIONS GIVE PLAYERS THE CHANCE TO LEARN MORE ABOUT THE HISTORY OF ANCIENT EGYPT AND GREECE IN AN ENVIRONMENT WITH NO CONFLICTS OR GAMEPLAY LIMITS.



OVER

**60 MILLION**

PLAYERS

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 MORE THAN

**40 PROFESSIONAL**

TEAMS COMPETING

IN OUR ESPORTS LEAGUES IN EUROPE,  
NORTH AMERICA, LATIN AMERICA  
AND ASIA.



**RAINBOW SIX**





**FAR CRY**

🏆 OVER  
**60 MILLION**

UNITS SOLD SINCE FAR  
CRY 2

✳️ FAR CRY 5 HAS BECOME  
**UBISOFT'S  
GREATEST SUCCESS**

IN NUMBER OF UNITS SOLD ON  
LATEST GENERATION CONSOLES  
IN 2018-2019

🎮 MORE THAN  
**10 MILLION**  
UNITS SOLD FOR FAR CRY 5

OVER  
**36 MILLION**  
PLAYERS

OVER  
**14 BILLION**  
HACKS SINCE ITS  
RELEASE



**WATCH\_DOGS**



 OVER

**25 MILLION**

PLAYERS

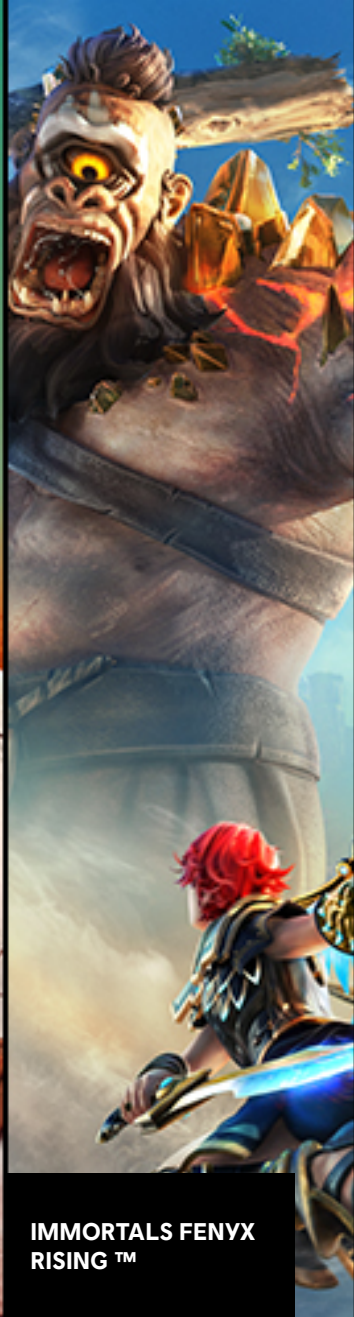
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 OVER

**4.5 BILLION**

SOLDIERS FALLEN ON  
THE BATTLEFIELD

**FOR HONOR**



ROLLER CHAMPIONS™

FAR CRY 6™

IMMORTALS FENYX RISING™

HYPER SCAPE™

ASSASSIN'S CREED VALHALLA™

WATCH DOGS: LEGION™

| AND SEVERAL NEW GAMES!

MONTREAL

**ANTOINE  
LEDUC-LABELLE**

MEDIA RELATIONS AND  
DIGITAL COMMUNICATIONS ADVISOR

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