

# Asmodee welcomes the “Welcome To...” universe and game range to its portfolio

**Boulogne-Billancourt, France – August 31, 2026 – asmodee, a global leader in tabletop gaming, announces the acquisition of the *Welcome To...* intellectual property and game range from French publisher Blue Cocker.**

Since its original release in 2018, *Welcome To...*, designed by Benoit Turpin, then with Alexis Allard, and illustrated by Anne Heidsieck, has established itself as a series of successful and acclaimed family games (*Welcome to Your Perfect Home*, *Welcome to the Moon...*) as well as a pioneer of the flip-and-write category where every player plays simultaneously. With hundreds of thousands of copies sold worldwide, different available versions, and translations in multiple languages, the games have been acclaimed by players across the globe and are ranked among the most popular games on Board Game Arena with over 3 million games played and 3,000 unique players per day in average.

With this acquisition, asmodee will continue to develop and support the *Welcome To...* universe, ensuring the games remain widely available while exploring new opportunities for players to discover and enjoy the franchise in the years to come.

The transaction will have no material impact on asmodee’s financial performance.

*“Welcome To... established itself as landmark titles in modern board gaming, combining elegant game design with exceptional accessibility,”* said Benoit Clerc, SVP of Tabletop games at asmodee. *“We have tremendous respect for the work accomplished by the Blue Cocker team, Benoit Turpin, and everyone who contributed to the success of the game and their different iterations. We are excited to welcome this intellectual property into asmodee’s portfolio and join our line-up of great family games and look forward to building its future.”*

Blue Cocker founder Alain Balay added: *“From the very beginning, our ambition was to create a game that would stand the test of time and bring people together around the table. We are incredibly proud of everything Welcome To... has achieved over the past years, and we are confident asmodee will now carry the brand forward and introduce it to even more players around the world.”*



Further information about upcoming releases for the *Welcome To...* franchise will be shared at a later date.

*"This acquisition goes beyond bringing a strong IP into our portfolio" added Mathieu Aubert, Head of Collections at asmodee "we see huge potential to expand the Welcome To... universe, and the team already has plenty of ideas to bring it to life. I look forward to sharing more about our projects in the coming month".*

### **About asmodee**

Asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as *CATAN*®, *Ticket to Ride*®, *Dobble/Spot it!*®, *7 Wonders*®, and *Exploding Kittens*®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. Asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

### **About Blue Cocker Games**

BLUE COCKER GAMES is a small French board game publisher that has been in business for 13 years now. I look for games with strong, organic gameplay, and I strive to enhance that gameplay through my editorial work while staying true to the authors' vision.

### **For more information, contact**

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### **Image Attachments**

[Asmodee Welcomes Welcome To](#)

### **Attachments**

[Asmodee welcomes the "Welcome To..." universe and game range to its portfolio](#)

