

Asmodee welcomes Japon Brand and launches Nekuma, a studio dedicated to Japanese games

Boulogne-Billancourt, 20 March 2026 – Asmodee, a global tabletop entertainment leader, announces today a new step in its global development strategy with the acquisition of agency Japon Brand and the creation of Nekuma, a new Japan-based publishing studio aimed at sourcing quality games from local designers for global release as well as supporting asmodee’s export team to reach Japanese players. Global success such as Seiji Kanai’s Love Letter or Kei Kajino’s dnuP are highlights of Japanese incredible creativity.

As part of this initiative, asmodee has integrated Japon Brand, a respected scouting and agency platform dedicated to identifying and promoting Japanese game designers internationally. This acquisition from CMON, forms the cornerstone of the studio’s creation and strengthens asmodee’s long-term commitment to Japan and its ability to support local creators while accelerating the international reach of Japanese-designed games. Over the years, Japon Brand has built strong relationships with the local vibrant tabletop ecosystem and has contributed to the international recognition of several acclaimed titles.

Within asmodee, Japon Brand will continue to operate with its existing expertise and relationships, now supported by asmodee’s global publishing and distribution network, with no impact on current partnership or contract. The investment is structured to be capital-efficient and does not materially impact Asmodee’s financial performance.

“Japon Brand has always aimed to elevate Japanese designers internationally,” said Akio Nomura at Japon Brand. “Joining asmodee gives us greater reach and resources while preserving our core mission: supporting creativity and connecting local designers with global audiences.”

A strategic expansion in a key cultural region

Asia is one of the most dynamic and culturally influential gaming markets, and Japan stands as a global entertainment powerhouse and a key territory within Asia’s tabletop ecosystem. Setting up a dedicated team locally will allow for asmodee to reach a currently untapped market for the company.



“Japan is one of the most creative and culturally influential markets in the world. With Nekuma and the integration of Japon Brand, we are building a long-term platform that connects Japanese creators with players globally. True to asmodee’s entrepreneurial and bold DNA, this capital-light and agile initiative allows us to invest where creativity is thriving while positioning asmodee for sustainable growth in Asia,” said Thomas Koegler, CEO of asmodee.

Building on an existing publishing ecosystem in Asia

Rooted in asmodee’s entrepreneurial DNA, Nekuma has been designed as a lean, agile and capital-efficient structure that embodies asmodee’s founding spirit: empowering designers, building strong partnerships, and bringing innovative games to players around the world.

The creation of Nekuma builds on publishing activities already established in Asia since 2021 and has been intentionally structured as a low-investment, asset-light initiative. Asmodee teams in China and South Korea have successfully developed and published localized titles, including *Splendor Pokémon*, *Love Letter Cookie Run*, *Pokémon Chips*, and *Love Letter Fox Spirit*, while leveraging crowdfunding platforms across the region.

Nekuma will now integrate and expand these initiatives under a unified strategic framework. The studio will combine asmodee veterans and the expertise of the Japon Brand team under three main verticals: Sourcing, Publishing, and Distribution.

Frederic Nugeron, Global SVP Route To Market APAC at asmodee, will serve as Interim Head of Studio, coordinating these three pillars:

- Sourcing: led through the expertise of the newly integrated Japon Brand team to identify and support the most promising Japanese and Asian tabletop game designers.
- Publishing: managed by the asmodee team based in Korea in order to strengthen collaboration with local publishers.
- Distribution: supported by asmodee sales teams from the region.

“Our ambition with Nekuma is very concrete: be present on the ground, listen to designers, understand cultural nuances, and build trusted relationships within the Japanese ecosystem,” said Frederic Nugeron, Global SVP Route To Market APAC at asmodee and Interim Head of Nekuma. *“By combining local expertise with asmodee’s global reach, we can support creators more closely and bring distinctive Asian games to a worldwide audience.”*





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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.

About Nekuma

Nekuma is a publishing studio created by asmodee to source high-quality tabletop games from Japanese and Asian designers and support their development, publishing, and distribution in regional and international markets. Leveraging the expertise of the integrated Japon Brand platform and asmodee's established presence across Asia, Nekuma operates through three strategic pillars: sourcing, publishing, and distribution. Designed as a lean and agile structure, the studio reflects asmodee's long-term commitment to Japan's creative ecosystem and its ambition to connect local talent with players worldwide.

About Japon Brand

Founded in 2006 as a volunteer collective working to produce and promote Japanese tabletop games and to help more Japanese game designers showcase their work abroad, Japon Brand has grown into a leader in the Japanese gaming industry. With successful titles like Love Letter, Machi Koro, and Time Bomb, Japon Brand has brought attention and acclaim to its home country.

For more information, contact

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Image Attachments

[Japon Brand And Nekuma](#)

Attachments

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