

Zombicide: Dead Men Tales closes at over 2,000% of its goal in its first crowdfunding campaign as part of asmodee

Boulogne-Billancourt – May 27, 2026 – asmodee, a global leader in tabletop gaming, is proud to announce that Zombicide: Dead Men Tales, the first crowdfunding campaign launched directly as part of asmodee after the acquisition of the IP in June 2025, has successfully concluded on Gamefound. Designed by the teams at Guillotine Games and published by Fantasy Flight Games, an asmodee studio, the campaign hit its funding goal in 32 minutes and 45 seconds after going live, with over 23,000 players pre-registered ahead of launch. It ultimately closed at more than 2,000% of its initial funding target to \$4.1M, unlocking 67 stretch goals along the way with over 11,000 backers, becoming the most successful Zombicide Crowdfunded project since Zombicide Green Horde in 2017.

Tabletop gaming crowdfunding works as a premium channel for players, almost similarly to pre-orders in other industries. They commit months before production in exchange for collector content, exclusive miniatures and a curated launch experience. It gives publishers clearer demand visibility, a direct line to engaged communities, and a healthier financial setup – with production sized to actual demand rather than to forecasts – while sitting in complementarity to the retail business that remains the heart of how most players engage with and discover games. Crowdfunding allows players to actively participate in bringing a game to life by supporting it financially before production. In return, backers gain access to exclusive content, often unlocked through stretch goals as the campaign progresses.

A campaign is also a living thing: weekly livestreams were hosted by the publishing team to present new additions and answer community questions in real time. Some stretch goals were not planned at launch and emerged from backer input mid-campaign. The most memorable examples were the Swabbomination, originally introduced as an enemy: the community loved him so much that they staged a “mutiny” in the comments demanding he also become playable as a Survivor; and the Kraken – requested by many and initially unplanned by the team – which would only be designed if the campaign reached \$4 million. Asmodee, true to its tagline *Inspired by Players*, listened to community feedback and both these characters became part of the game, with the Kraken to be unveiled soon. Rebecca Ho, Lead Producer at asmodee says “To be perfectly honest, we couldn’t be certain reaching that goal was possible. But we set it anyway because it felt like a fun and ambitious target for the community to rally behind, while keeping the Endgame momentum alive.”



The team also used the brand new Gamefound's feature, "Endgame", where every additional pledge adds ten minutes to the countdown. It extended the closing window by a whopping five days and five hours, thanks to a community that simply refused to let go.

Thomas Koegler, CEO, asmodee says "This first campaign means a lot to me, and I think it sends a clear signal. Zombicide is a beloved franchise that joined the group less than a year ago, and Dead Men Tales is already proving the model works: the original Guillotine Games team back at the helm, Fantasy Flight Games executing the campaign with remarkable skill, and a community of more than 11,000 backers who chose to trust us early. That trust is something we take seriously. There's still careful work ahead on delivery, a crowdfunding campaign is only as good as what arrives at your door, but I have full confidence in our teams to see it through."

This first chapter for Zombicide as part of asmodee offers an early signal on how the company approaches the IPs and studios that join the group by providing the resources, distribution and operational support that allow creative teams to work at greater scale while preserving the identity and creativity that made them successful in the first place.

For more information, contact

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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. Learn more about asmodee [here](#).

Image Attachments

[Zombicide Dead Men Tales](#)

Attachments

[Zombicide: Dead Men Tales closes at over 2,000% of its goal in its first crowdfunding campaign as part of asmodee](#)

