

## Introducing *Monkey Palace* – A Playful Board Game Collaboration by the LEGO Group and Asmodee

**Billund & Boulogne-Billancourt - January 25, 2024 (15:00 CET / 09:00 ET)** – Today, the LEGO Group and Asmodee announced their first jointly-crafted board game, *Monkey Palace*. The game will be officially unveiled to retailers and industry partners at the Nuremberg Toy Fair and will be available for purchase from October 3 at Spiel Essen, the world's largest board game convention, and from select leading retailers around the world.

*Monkey Palace* was created by game designers, David Gordon and TAM (Tin Aung Myaing), and provides family fun for all ages. It is a jungle-themed game of light strategy tailored for two to four players, that incorporates both collaborative and competitive elements.

Players must strategically work together to construct the *Monkey Palace* while competing for the highest brick income and points, all under the watchful gaze of the Monkey. The palace gradually takes form, resulting in an impressive construction using LEGO elements that players can proudly display at home. The iconic LEGO System in Play means that each time the board game is played, the building experience and final construction are totally unique and different.

Birgitte Bülow, industry veteran and leading the LEGO board game creation team at Asmodee, said: "We're thrilled to take all LEGO and board game fans on this gaming journey, combining the LEGO Group's timeless creativity with our passion and expertise in board games. Utilizing the endless possibilities of LEGO bricks was pivotal in designing this game. We believe *Monkey Palace* offers an extraordinary gameplay experience, blending competition and collaboration for board game enthusiasts worldwide."

Jaume Fabregat, Board Games Lead, LEGO Publishing, said, "At the LEGO Group, we're committed to inspiring the builders of tomorrow, which is why we're so delighted to reveal *Monkey Palace* in collaboration with Asmodee. The game challenges kids and adults alike to use LEGO elements to build, unbuild and rebuild their palaces, creating a fun play experience where no two games are the same. This latest collaboration allows us to bring even more creative and innovative ways to play."

This collaboration was the result of extensive research and development undertaken by both companies, with the shared goal of creating new social experiences in play that transcend generations. Together, the LEGO Group and Asmodee aim to discover innovative ways to combine the beloved LEGO System in Play with the socially interactive nature of board games, delivering new and unique play experiences for families and LEGO fans.

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For more information, please contact: [info@dottedgames.com](mailto:info@dottedgames.com)

### About Asmodee

Asmodee is an entertainment leader specialized in board games, committed to bringing people together through great games and amazing stories.

Thanks to its global and passionate workforce of over 2,500 people, players around the world enjoy one of the largest board game IP catalogs with CATAN, Ticket to Ride, Dobble/Spot it!, Exploding Kittens and 365 more across a variety of physical and digital platforms.

Headquartered in France (Boulogne-Billancourt), Asmodee operates across Europe, North America, South America and Asia.

Asmodee is a part of the Embracer Group AB, which is publicly listed on the Stockholm Nasdaq under the ticker EMBRAC B. (EMBRAC B).

For more information: <https://corporate.asmodee.com/>

### **About the LEGO Group**

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries worldwide.

For more information: [www.LEGO.com](http://www.LEGO.com)