



MAGIC ATP AND ULTRA JEUX

FRENCH GAMING SHOPS

[FRANCE - PARIS - BASTILLE]

TWO FRENCH REFERENCE SHOPS HAVE BANNED TOGETHER TO PROPOSE, TO THE FRANCOPHONE GAMERS IN THE WORLD, A PANEL OF TENS OF THOUSANDS OF REFERENCES OF MANY GAMES (MAGIC, YU-GI-OH, POKEMON ETC..).

THANKS TO ITS EXPERIENCE IN THE WORLD OF GAME, MAGIC ATP AND ULTRA JEUX ORGANIZE EVERY MONTH MORE THAN 50 APPROVED TOURNAMENTS THAT JOIN TOGETHER UP TO 100 PLAYERS, IN THEIR 400 M² GAME CENTRE.

PRECURSOR IN FRANCE IN A LOT OF GAMES (SPOILS, WORLD OF WARCRAFT, EYE OF JUDGMENT, BELLA SARA ETC...), THEY ARE THE BEST FRENCH STAKEHOLDERS TO OFFER A FIRST APPROACH ABOUT NEW PRODUCTS ON THE FRENCH MARKET AND TRY CONTINUALLY TO PROPOSE NEWS GAMES BY VISITING PROFESSIONAL SHOWS AROUND THE WORLD.

MAGIC ATP AND ULTRA JEUX OBJECTIVES :

- ENSURE THEIR LEADER POSITION ON THE FRANCOPHONE MARKET.
- OFFERING FRIENDLY PLACES TO THE PLAYERS TO CONCERN THE NEOPHYTE AND STRENGTHEN THE INTEREST OF THE FANS.
- OFFERING SOME INTERNET SHOPS THAT PROPOSE TO EVERY FRANCOPHONE, ANYWHERE IN THE WORLD, TO FIND A LARGE RANGE OF PRODUCTS.



KEY FIGURES MAGIC ATP 2007

SPECIALIST GAMES FOR OVER 15 YEARS

- TURNOVER : 2 350 000 \$
- 35 000 DIFFERENT PRODUCTS
- 45 000 CUSTOMERS



KEY FIGURES ULTRA JEUX 2007

SPECIALIST GAMES FOR 7 TO 15 YEARS

- TURNOVER : 1 000 000 \$
- 11 000 DIFFERENT PRODUCTS
- 25 000 CUSTOMERS



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