

H O B B Y W O R L D



**Welcome
on board!**



Welcome to the World of Hobby!

Hobby World, founded in 2001, is the largest Russian publisher of modern board games.

The world of board games evolves at an astonishing speed. As the market grows, so does the offer, which has never been so diverse and rich. It is exhilarating, but there are new exciting challenges awaiting for all industry players.

Hobby World stays true to its core, and our aim is to publish the best board games that are out there: from the light-hearted party games to the most serious economic strategies.



About the company

The best
board games
from all over
the world

More than
500 games
since 2001

We host a large
number of **gaming**
festivals and annual
All-Russian **board**
games tournaments

Our product range
includes **games for**
all ages
and in different price
points

We make up part of
the **World's**
10 largest board
game companies

Our outlines



Only fun games that we would play ourselves

01



The highest quality standard

02



Games for all ages

03



Games for every purse

04

Our advantages



The largest board games publisher
in Russia and CIS countries



Excellent reputation
in international markets



Best customer care



Diversified product portfolio with
hundreds of internationally
acclaimed board game hits



Experience in making unique
high-quality products



Team of passionate high-skilled
professionals



Hobby World Russia

17 our own retail stores

Moscow storage areas exceed 6500 sq.m.

65 branded franchise stores ('Hobby Games')

A retail store and an operations hub opened in Novosibirsk in 2014

Selling in Europe since 2012

Product presence in more than 3500 stores all over Russia

Ukrainian operations launched in 2012

In-house production running since 2016



Hobby World in the world

Our games were published
in 25+ languages in 2014–2018:
Russian, English, German,
French, Italian, Japanese,
Chinese, and many others

For
17 years

Hobby World has been
developing its own games



250 000+
copies of the hit Hobby World
release **Spyfall**
sold all over the world



Sunflower Valley
A positively acclaimed
high-quality family game
of a trendy genre —
roll&write



Artline
is a game of associations based
on collaboration with **the Hermitage State
Museum**, and to be expanded with other
world-renowned museums



**Master of Orion:
The Board Game**
Long-awaited, in-house designed
and published board game based
on the famous video game
of the same name

HOBBY GAMES

Retail chain

17 retail stores in Russia and Ukraine.

65 franchise stores in Russia, Belarus, Kazakhstan, and Kyrgyzstan.

Leading online store with a 5-star rating earned from customers

A centralized customer care service for all kinds of enquiries (how to play, quality assurance etc.)





Our stores





Our portfolio

More than
70
games
for children

More than
150
family
games

More than
100
games
for hardcore
gamers

More than
160
games
for friends

More than
80
party
games


games
for couples



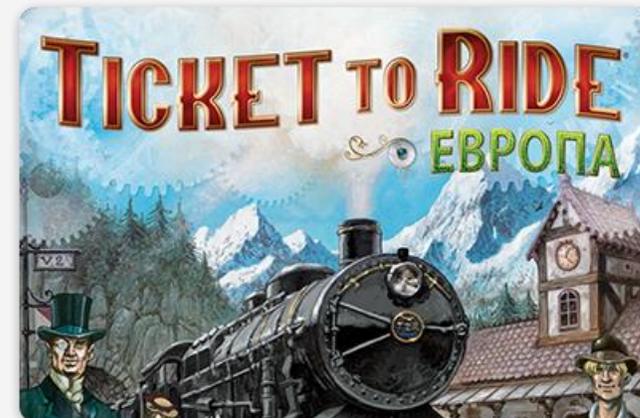
Collectible card games *Magic the Gathering* and *Berserk. Heroes*



Strategy game *Warhammer*, and lots of other great board games

Our portfolio

World known hits with engaging gameplay, you would play them again and again. Also excellent as a gift.





Our portfolio

Games for kids. They aren't a mere entertainment, they also help to develop various important skills (communication, decision making, logic, strategic and tactical thinking).

Our portfolio

Our party games are great for any company, whatever the age or interests are. They are a 'must' to sparkle any hangout.





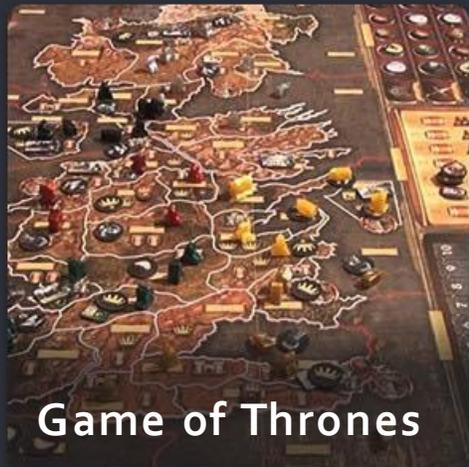
Berserk

Berserk is one of the most popular board games series in Russia. Players take on the role of strategists controlling magic creatures, using different gear and artifacts.

Berserk. Heroes is a fast-paced **collectible card game**. Players can create their own decks of creatures, spells, artifacts, and events held by a unique Hero and used against the other player's Hero. Each new set features a dozen or even more new Heroes, which can change the entire way of playing the game.

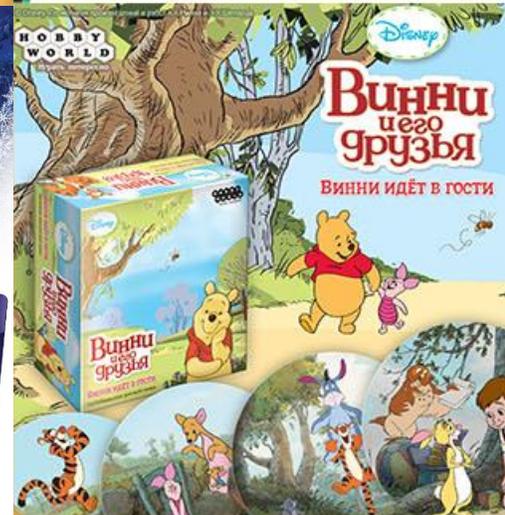
- The first Russian CCG
- 16+ years of history
- 60+ editions
- Tens of thousands players
- More than a million copies sold
- Lots of game stores host official Berserk tournaments in Russia and other countries





Games based on famous IPs

Games based on the Disney brand



- Frozen
- Zootopia
- Disney Princesses
- Моана

Games based on the **Star Wars** brand

Star Wars: Destiny

Spyfall: Star Wars

Star Wars: Rebellion

Star Wars: Imperial Assault





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