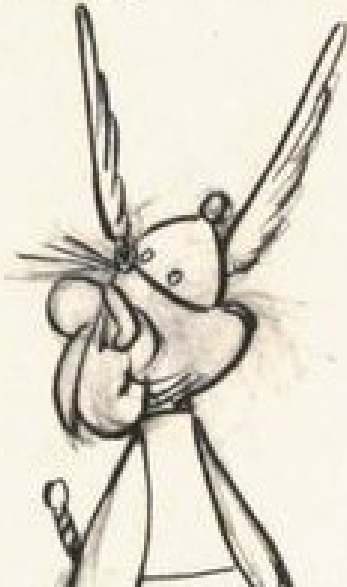




Astérix®



Some Dates



60 years of Asterix
series of postage stamps
and a €2 commemorative coin

The first comic book by **two new authors**, Ferri Conrad

The first live-action film
("Asterix Versus Caesar") comes out
1^{er} stamp with Astérix face
(10 900 000 ex.)

Creation of Editions Albert René
by Albert Uderzo

The first comic book
("Asterix the Gaul") is published
in 6,000 copies



New Live Action Movie



New Comic album — 5M copies sold

The first Asterix spin-off TV series,
"Dogmatix and the Indomitables"

The first 3D animated film, "Asterix: The
Mansions of the Gods" **The first 3D animated
film**, "Asterix: The Mansions of the Gods"

"Asterix and Cleopatra"
is published in a million copies

The Parc Asterix opens

The first animated film ("Asterix the Gaul")
is released in cinemas

Asterix first appears in Pilote magazine,
created by Albert Uderzo (illustrator) and
René Goscinny (writer)



2023

2021

2019

2014

2013

2002

1999

1989

1979

1967

1961

1959

Some Numbers

MOVIES

OVER
120 MILLION
VIEWERS

5 LIVE ACTION

10 ANIMATED
MOVIES

COMIC SOON

A NETFLIX SERIES

PUBLISHING

MORE THAN

390 MILLION COPIES
SOLD

TRANSLATED INTO

111 LANGUAGES
AND DIALECTS
25 PUBLISHERS

1 MAGAZINE:
ASTÉRIX MAX

A THEME PARC
NEAR PARIS

WITH MORE THAN
2.8 MILLION
VISITORS
A YEAR

2ND BIGGEST PARC
IN FRANCE

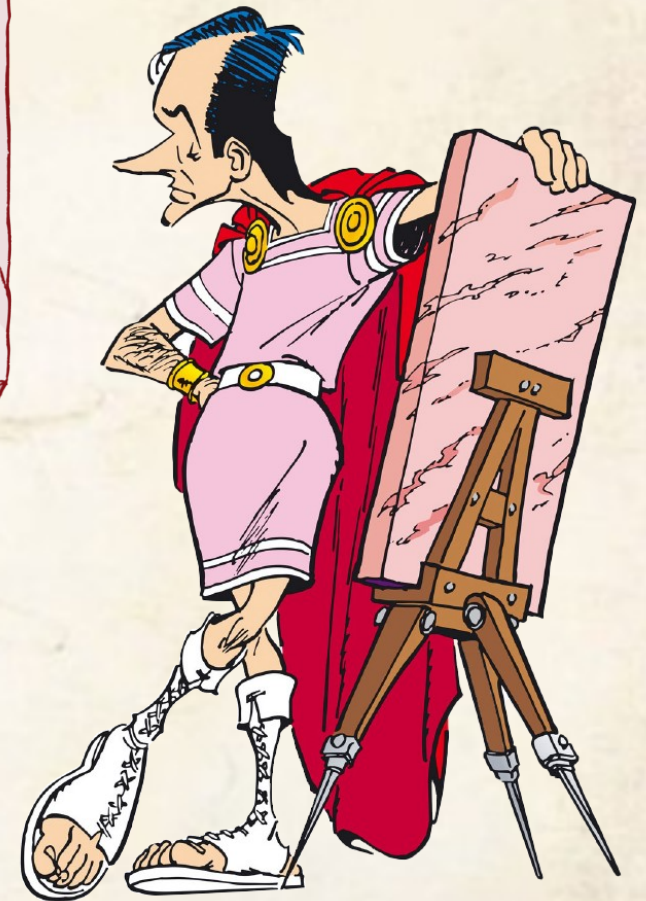
+ 60 MILLIONS
SINCE OPENING

AND OVER 100
LICENSEES AND
PARTNERS

A FB PAGE IN 5 LANGUAGES
WITH OVER 900,000 FANS

ON INSTAGRAM
AND TWITTER

ONLINE GAME

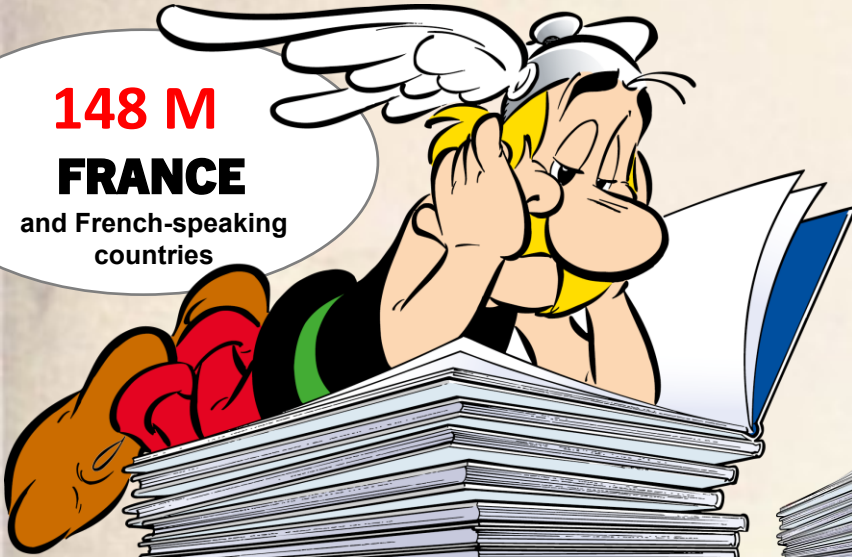


400M comic books
sold around
the world!

148 M

FRANCE

and French-speaking
countries



133 M

GERMANY

and German-speaking
countries



25 M

SPAIN



24 M

**ENGLISH
SPEAKING**



20 M

BENELUX



13 M

SCANDINAVIA



7 M

GREECE



6 M

ITALIA



6 M

PORTUGAL



3 M

BRAZIL



**The world's top-selling
comic book series!**



publishing

40 Comic Book albums!

WHY CHOOSE ASTERIX?

**Asterix is The International readers'
best-loved comic book hero!**

**Asterix Is
A Global Sensation:
The World's
most widely translated
comic book!**



Evergreen



**Asterix has a
heritage feel**

Hi! Hi! Hi!



**Asterix is
accessible and funny,
for all**


A very dynamic Franchise



New big Events every year!

A world rooted in positive, humanist values

Since 1959



Universal
humour
Irreverence

Protecting the
environment

Resilience
Freedom
Indomtable
Action

Brotherhood/
sisterhood
Friendship

A love for food
A love for friends
A love for music