

## **Anges and the Anges Québec Capital Fund play the game by investing over \$1.2 M in GameBrotherZ**

**Montréal, Thursday, April 10, 2014** – 13 members of Anges Québec and the Anges Québec Capital Fund are playing the GameBrotherZ game by investing \$1.2 M in the young Quebec company, which has created and popularized innovative board games that are both recreational and educational, such as Spuzzle, Mister Mailman and Bool, distributed internationally and translated into 23 languages. The angels, including Maxime Detraux, invested a total of \$750 K while the Fund injected \$500 K.

### **The future in games**

It wasn't a sure bet that GameBrotherZ founder and CEO Luc St-Pierre made: reinvent the traditional board game so that it regains a special place in households. Luc had to go it alone for a long time, but he can now count on a team that shares his vision: "GameBrotherZ wants to offer families a fun and easy way to rediscover the pleasure of bygone days in a fast-paced world. This financing will give us the strength we need to market our games on the global market, by benefiting from the angels' business network and expertise. This is a strong asset at this state in the game."

### **Winning strategy**

The leader of this project at Anges Québec, angel investor Maxime Detraux has never considered backing out: "Only taking myself seriously on very rare occasions, and preferring a recreational and educational approach, I was rapidly convinced of Luc St-Pierre's rich creativity, his team and GameBrotherZ's immense potential on both a national and international level. GameBrotherZ is revolutionizing the world of board games and has the potential to attract children and adults alike!" Robert Brouillet, Chairman of the Board of Anges Québec, added "Several of our members absolutely did not want to miss their turn in this investment project. Despite a degree of risk, GameBrotherZ has put all chances on its side and our angels will certainly be able to guide it in adopting a winning marketing strategy."

### **About Maxime Detraux**

With over 12 years of experience in an international accounting firm (PwC), Maxime Detraux, chartered accountant, has acquired solid experience in public and private companies in a variety of fields, including natural resources, energy, manufacturing and retail. Maxime is now vice-president and co-founder of Oxygène Investissement Ltée, a private company which positions itself as a business accelerator.

### **About Anges Québec**

Anges Québec is a network of 130 private investors that identifies, finances and coaches innovative Quebec enterprises with high growth potential. In this capacity, Anges Québec works closely with a number of key Québec organizations interested in the development and growth of technological innovations. So far, Anges Québec members have invested and reinvested in 37 promising businesses in the seed and startup phases.

### **About the Anges Québec Capital Fund**

Created in 2012 with a \$20 million investment from the government of Quebec, through Investissement Québec, and \$10M from the angels, the Anges Québec Capital Fund is dedicated to innovative Quebec businesses in the startup phase. The fund gives them a more substantial financial foundation by adding to the investments made by Anges Québec members.

**About GameBrotherZ**

Founded in 2008 by Luc St-Pierre, GameBrotherZ is an internationally renowned company that specializes in board games. The mission of the Quebec company is to get families here and abroad to rediscover the pleasures of board games, and to conjure up the magic of these special moments. Creator of Spuzzle, GameBrotherZ creates, publishes and distributes board and work games and works constantly to maximize the design, manufacture, sale and distribution of its products to its clients and consumers.

For more information about the Angés Québec network, go to [www.angesquebec.com](http://www.angesquebec.com)

An English version is available online at [www.angesquebec.com/en/nouvelles](http://www.angesquebec.com/en/nouvelles)

To keep track of news and activities, join Angés Québec on LinkedIn.com

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