

Micromania Begins a New Chapter in Its History

An iconic brand that has shaped generations of French gamers, France's leading video game retailer is entering a new chapter under the leadership of passionate French-speaking Québec entrepreneurs united by a shared ambition: restoring Micromania to its full potential while strengthening its bond with the country's vibrant community of gamers, collectors and pop culture enthusiasts.

Sophia Antipolis, July 16, 2026 — Founded in 1983, Micromania holds a unique place in the hearts of several generations of French consumers. For millions of enthusiasts, the brand has been where they purchased their first consoles, discovered their first video games, experienced major holiday releases, met fellow gamers, and explored worlds that have left a lasting mark on popular culture.

Today, this iconic brand is opening a new chapter in its history.

Micromania announces its acquisition by a Franco-Québec consortium composed of Stephan Tétrault, Jean-François Chenail, Sandra Callahan and Stephen Callahan. More than a business transaction, this acquisition reflects the commitment of French-speaking entrepreneurs who are deeply attached to the historic relationship between Québec and France and who are determined to contribute to the future of a company that has been part of France's cultural and retail landscape for more than four decades.

For the new owners, this project is driven by a simple conviction: France remains one of Europe's most dynamic and exciting markets for video games, trading cards, collectibles and pop culture. They firmly believe in the strength of the French market, the passion of its communities, and Micromania's ability to once again become one of the industry's leading reference brands.

"It is an immense privilege to write the next chapter of Micromania's story. We approach this project with tremendous respect for the teams who have built this company over the past forty years. Our ambition is not to change Micromania's identity, but to preserve what has made it so special while restoring all of its strength by returning to what has always defined its success: passionate people serving passionate customers. Together with our employees, partners and customers, we want to build France's greatest gaming and pop culture community. This journey will require dedication and time, but we firmly believe that the greatest achievements are always built together." Stephan Tétrault.

A Company Built by Its People

Beyond the strength of its brand, the new shareholders emphasize the exceptional quality of the women and men who have built Micromania over the past forty years.

Through changing market conditions, technological evolution and the transformation of the video game industry, Micromania's teams have successfully preserved the company's defining values: passion, expertise, customer proximity and the ability to create a genuine community around gaming.

The acquisition is founded on the belief that Micromania's greatest asset is its people—their expertise, commitment and dedication to serving customers every day. The consortium intends to build upon this unique culture as the foundation for the company's next stage of development.

"Québec and France have always shared a unique relationship, rooted in a common language, shared values and a deep cultural connection. As French-speaking Québec entrepreneurs, we are proud to invest in France and contribute to the future of a brand that has inspired generations of gamers. Great companies are always built by the people who bring them to life every day. What impressed us most about Micromania—beyond the strength of its brand—was the dedication of its teams, the loyalty of its customers and the quality of its nationwide retail network. We come with humility, a long-term investment mindset, and a commitment to providing the company with the resources it needs to continue growing while remaining true to its DNA." Jean-François Chenail, Shareholder.

A Consortium with Complementary Expertise

The acquiring consortium brings together experienced entrepreneurs with strong operational expertise and an in-depth understanding of the gaming, pop culture, licensing, toys, collectibles and specialty retail industries.

Stephan Tétrault, a Canadian entrepreneur active for more than 25 years, has built recognized expertise in toys, licensed products, gaming and pop culture collectibles, as well as specialty gaming retail. The Tétrault Group includes several complementary businesses, notably **McFarlane Toys**, a global leader in collectible figures, **Electronics Boutique Canada Inc. / EB Games Canada**, Canada's leading specialty gaming retailer in which Stephan Tétrault is the majority shareholder, **Imports Dragon**, one of Canada's leading toy and licensed product companies, as well as **FC Supra**, a professional soccer club competing in the Canadian Premier League, and, since June 11, **FC Chambly**, which competes in France's National Championship.

Jean-François Chenail, through **JAMS Venture Capital Inc.**, brings extensive entrepreneurial and financial expertise. His company is active in Canada in the creation, development and management of businesses across distribution, logistics, real estate, investment and retail. Throughout his career, Jean-François Chenail founded and operated **Chenail Import-Export**, a company specializing in the import and distribution of fresh fruits and vegetables, supplying hundreds of customers across Canada every day. He is also a shareholder of **EB Games Canada** and co-owner of **FC Supra** and **FC Chambly**.

Founded in 2002 and led by **Sandra and Stephen Callahan**, **Cobico International SAS** completes the consortium. Cobico owns **Gipsy Toys SAS**, a company specializing in the design, manufacture and distribution of premium plush toys throughout France and more than 40 countries worldwide. Today, Gipsy Toys is France's second-largest plush toy company and a trusted partner of the country's leading retailers.

With extensive expertise in licensed products—Gipsy Toys was named "**Licensee of the Year**" in 2024—the company has developed recognized capabilities in product development, sourcing, importing and large-scale distribution. It also received the Grand Prix du Jouet award in the plush toy category in both 2018 and 2023 and produced several million **Phryges mascots for the Paris 2024 Olympic and Paralympic Games**. Cobico International also has extensive experience developing private-label plush collections as well as in-store merchandising and promotional programs.

Sandra and Stephen Callahan, Minority Shareholders: *"Our decision to invest in Micromania is first and foremost based on a strong conviction and on the trusted relationship we have built with Stephan Tétrault over nearly fifteen years. Beyond our shared bicultural background, we share the same passion for great entertainment franchises and the communities they inspire. Micromania is an iconic brand that holds a unique place in the French market thanks to its close relationship with video game, pop culture and collectibles enthusiasts. We are delighted to contribute our expertise to this exciting new chapter and to support Stephan and the entire Micromania team as they write the next chapter in the company's history."*

Putting Micromania Back on a Sustainable Growth Path

The consortium's objective is clear: to relaunch Micromania under entrepreneurial leadership by leveraging a business model that has already proven successful in Canada with EB Games, while capitalizing on the company's historic strengths—its passionate community, in-store expertise, close supplier relationships and nationwide retail footprint.

Micromania benefits from an iconic brand, a community of more than **6 million loyal customers**, a unique national store network and over four decades of recognition among French gamers. The company also enjoys strong momentum in key growth categories, including video games, trading card games (TCG) and licensed merchandise, all of which continue to deliver increasing sales and margins.

The consortium nevertheless sees significant opportunities to create additional value, particularly through expanding the in-store potential of licensed merchandise and trading card games by optimizing selling space, improving product presentation, increasing event programming, strengthening product allocation strategies and further engaging gaming and collector communities.

As part of its long-term development strategy, a comprehensive review of the store network will be undertaken to identify opportunities for optimizing geographic coverage. This may include relocating selected stores to higher-quality retail locations, expanding existing stores and identifying new strategic markets for future openings.

Demonstrating this ambition, **the first Micromania flagship store will open in October 2026.**

A Strategy Inspired by the Successful Turnaround of EB Games Canada

Micromania's transformation strategy builds upon the experience gained from the successful turnaround of EB Games Canada. During a period of significant transformation—including its separation from GameStop USA, the return to the EB Games brand and major systems projects—the Canadian team implemented a strategy combining accelerated growth in licensed merchandise and TCG, enhanced media activation, stronger in-store engagement and rigorous operational discipline.

According to the group's internal data, weekly Canadian performance reports show a **74.69% increase** in sales of licensed merchandise and trading card games compared with the period prior to the acquisition.

The Canadian experience also demonstrated the ability to monetize customer traffic through retail media, in-store marketing solutions and the successful restoration of profitability across a specialty retail network. After several years of losses, the Canadian business returned to profitability in 2025, less than a year after the Tétrault Group completed its acquisition in May 2025. According to the company, **97% of Canadian stores** were profitable in 2025, compared with **77% in 2024**.

"When we acquired EB Games Canada, our very first decision was to restore a brand identity that truly reflected the company by bringing back the EB Games banner. We believe that great brands have a history, a personality and a unique relationship with their communities. That same philosophy guides us today as we begin this new chapter for Micromania." Stephan Tétrault and Jean-François Chenail

A Roadmap Built Around Eight Strategic Priorities

Micromania's development strategy will focus on eight key priorities:

1. Accelerate product mix and profitability by expanding the licensed merchandise and Trading Card Game (TCG) categories.
2. Reinvent the in-store experience, notably through the opening of larger flagship stores offering an enhanced and more immersive customer experience.
3. Optimize the store network to improve geographic coverage and secure higher-quality retail locations.
4. Expand marketing, media and retail media capabilities through an integrated media sales organization, external partnerships and collaborations with leading consumer brands.
5. Strengthen the company's culture and invest in employee development, supporting the evolution of the commercial offering around licensed merchandise and TCG.
6. Leverage data and performance reporting to drive greater operational excellence and business efficiency.
7. Accelerate omnichannel development, building on Micromania's already well-established e-commerce platform while introducing new digital tools, particularly for the growing trading card community.
8. Create a dedicated events division to organize major in-store experiences—particularly within flagship stores—participate in leading consumer and community events and develop proprietary gaming and pop culture events.

This roadmap is designed to reposition Micromania as the leading destination for gaming, trading card, collectibles and pop culture communities while strengthening the company's operational and financial performance.

"Our Executive Committee and teams are already fully mobilized to implement the roadmap developed with our new shareholders. Our first flagship store, located near Paris, is already under construction and will open in October. We are also rolling out dedicated TCG vending machines across approximately thirty shopping malls, participating in major consumer events such as Japan Expo, where we were present last weekend, and launching new exclusive bundles and products that are already available in our stores. We are equally proud to support FC Chambly as an official partner. Beginning Saturday, July 18, at Stade Walter Luzzi, Micromania will host a major FIFA World Cup 2026 Panini sticker trading event for collectors and football fans." Philippe Renaudin, Marketing & Communications Director.

A Long-Term Vision

With this acquisition, Micromania enters a new phase in its history.

The Franco-Québec consortium's ambition goes far beyond supporting the company's evolution. Its objective is to help restore one of France's most iconic retail brands and build a sustainable, profitable and innovative business capable of passing on to a new generation of enthusiasts the same passion and experiences that Micromania has offered for more than forty years.

Led by French-speaking entrepreneurs who firmly believe in France's potential, this project reflects a long-term vision built on investment, confidence in the company's people, close relationships with gaming communities and a commitment to ensuring that Micromania continues to shine as one of the defining brands of French gaming culture.

Some companies transcend their commercial activity to become truly generational brands. Micromania deserves to write a new chapter worthy of its remarkable history.

About Micromania

Founded in 1983, Micromania is France's leading specialty video game retailer. With more than 300 stores, millions of loyal customers, and over forty years of history, the company is one of France's leading retailers in video games, trading cards, licensed merchandise and pop culture.

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