



## Banijay Takes Majority Stake in MoviePlus Productions

-Label to join Endemol Shine Israel, expanding scripted offering-

**Israel, 9 November 2022:** Banijay today confirms an expansion of its operations in Israel, via the majority acquisition (51% share) of MoviePlus Productions. Further broadening the group's drama capabilities in the region, the investment reinforces its commitment to creativity and the development of original content for local and international markets.

MoviePlus Productions is an independent Israeli production company specialising in drama series, documentaries, and feature-length films. Established by David Mandil, it is based in Israel, and has a track record in international-spanning local drama series, which was built on the likes of critically-acclaimed *Our Boys for HBO and KI, Miguel* (Canal+); *Deus* and *Jerusalem Brew*, and multi-award-winning *Embezzlement* for YES Studios, among others.

Beyond drama series, MoviePlus Productions is behind the Academy Award-nominated films, *Footnote* and *Beaufort; A Tale of Love and Darkness*, in which Natalie Portman made her directorial debut; *Norman* by Joseph Cedar, starring Richard Gere, Steve Buscemi, and Charlotte Gainsbourg; and many more.

In its new home, as part of Banijay, MoviePlus Productions will retain its identity and DNA, and will continue to be operated by founding CEO, David Mandil, a leading producer in the region and beyond. The scripted division of Endemol Shine Israel also continues to operate separately under the guidance of Head of Drama, Gal Zaid.

**David Mandil, CEO, MoviePlus:** "Movieplus has been producing for 20 years. The team and I are very proud of the path we have chosen, which led us to this great endeavor. We are very honoured to be joining hands with Banijay and Endemol Shine Israel and are determined to grasp this opportunity and together create high-end content. Along the years, we had the chance to collaborate with many talented creators, writers and directors, and are looking forward to many more challenging and fascinating projects."

**Marco Bassetti, CEO, Banijay:** “David is an impressive storyteller, who has honed a business built on creativity, originality and above all, quality. As we continue to build our position as the number one home for content artists, he is a welcome addition, and we look forward to further expanding our premium scripted offering in the Israeli market via the combined strength of Endemol Shine Israel and MoviePlus Productions.”

**Amir Ganor, CEO Endemol Shine Israel:** “MoviePlus, under the leadership of David, has built a fantastic reputation in our industry for its delivery of premium feature-length films and series, which capture the world. Partnering with the best writers, directors and crews, its titles have become regulars on the global award circuits, and we are proud to be welcoming him, and the team, into our home. Together, we can continue to expand our offerings and solidify Israel’s position as a home for high-quality creativity.”

Endemol Shine Israel has long been a player in the scripted space with releases to date including, *Valley of Tears*, one of the biggest and most successful dramas to come from Israel, which launched on IPBC and sold to HBO Max; *Queens*, which was sold in recent year to several territories, and International Emmy-nominee, *Fifty*. Endemol Shine Israel also won two International Emmys for its titles, *Traffic Light* and *Nevsu*.

In joining the Banijay family and its global portfolio of labels, MoviePlus Productions will have the opportunity to strike co-production ventures with fellow scripted outfits across the world. Additionally, as part of the deal, its forthcoming titles will now be distributed by Banijay Rights.

**-Ends-**

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**About Banijay**

Banijay stands as the largest independent content producer and distributor; home to over 120 production companies across 23 territories, and a multi-genre catalogue boasting over 130,000 hours of original standout programming.

A collective of creative entrepreneurs, the group represents some of the biggest global brands including *Survivor*, *Big Brother*, *Starstruck*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Blow Up*, *Mr Bean*, *Hunted*, *Black Mirror*, *Love Triangle*, and *Marie Antoinette*, among others. Imagining and delivering high-quality multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, launched in 2008, operates under the direction of Chief Executive Officer, Marco Bassetti.

### **About FL Entertainment**

Founded by Stéphane Courbit, a 30-year entertainment industry pioneer and entrepreneur, FL Entertainment Group is a global leader in multimedia content and gambling, combining the strengths of Banijay, the world's largest independent producer distributor, with Betclik Everest Group, the fastest-growing online sports betting platform in Europe. In 2021, FL Entertainment recorded through Banijay and Betclik Everest Group, a combined revenue, and Adjusted EBITDA, of €3.5 billion and €609 million respectively. FL Entertainment listed on Euronext Amsterdam in July 2022. ISIN: NL0015000X07 - Bloomberg: FLE NA - Reuters: FLE.AS

### **About Endemol Shine Israel**

Twice International Emmy Award-winner, Endemol Shine Israel, is one of the country's premier TV production companies, telling compelling stories for the local and international market.

The company creates and produces critically-acclaimed, popular series, in all genres. This has included *Valley of Tears*, one of the biggest and most successful dramas to come from Israel, which launched on IPBC and sold to HBO Max; *Queens*; and *Fifty*.

Endemol Shine Israel prides itself on attracting the industry's top talent and serves as a bridge between Israel's TV industry and the rest of the world.

The business is behind various non-scripted productions including Israel's greatest hit reality show *Big Brother*, "Survivor"; *MasterChef* since 2022; *Game of Chefs*, and *Stripped* to name a few.