



Banijay UK creates £50million fund to further drive growth

-Fund to target investment in start-ups and strategic creative partnerships-

Paris, 8 February 2023: Banijay UK today announces a £50m fund which will supercharge growth for the UK group over the next 3-5 years.

£50m has been earmarked by global content powerhouse, Banijay, which will allow UK CEO Patrick Holland to invest in up-and-coming businesses, to enable existing labels to grow into new genres by adding key creatives and to pursue partnerships with high profile talent.

This initiative sits alongside, and is additional to, continued M&A activity in the UK.

With a focus on scripted, reality, premium documentaries and factual entertainment, the fund will broaden Banijay UK's genre portfolio and be strategically invested in companies and talent which complement the current business.

The growth fund will be used primarily to take minority stakes in emerging businesses which fit these priorities, hire new creative leaders into existing businesses to grow into new genre areas and also provide start-up funding for new labels.

Patrick Holland, CEO Banijay UK; "This is a powerful initiative designed to identify and nurture the most important resource in our industry; talent. Banijay is run by producers for producers, and I want this fund to enable our businesses to invest in creative entrepreneurs who grow the next generation of great ideas and amazing IP. This is a major commitment to the UK market from Banijay Group and I cannot wait to announce the first tranche of investments both in individuals and in new fledgling businesses."

Marco Bassetti added; "Banijay is a home where creative ambition is both encouraged and supported. Across the group, we continue to invest in schemes and drives to grow our pipeline, our talent base, and our position on the content world stage. In Patrick, we have a leader with a clear

strategic vision and through this fund, we have no doubt he can further amplify the UK group, leaning into new opportunities, which can broaden and strengthen its existing offering.”

-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*, *SAS: Rogue Heroes*, *Mr Bean*, *Hunted*, *Black Mirror*, *Marie Antoinette* and *Love Triangle*, 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