



Banijay Unveils Banijay Branded Entertainment

-Dedicated division will spearhead group's branded content activity-

London, Tuesday 28 November 2023: Media and entertainment powerhouse, Banijay, today unveils its all-new branded content department – Banijay Branded Entertainment (BBE). Overseen by recently appointed Head of Branded Entertainment Business Development, Carlotta Rossi Spencer, the division is tasked with further evolving the group's global efforts in this space.

Housed centrally within Banijay, BBE will leverage the group's expansive global production expertise to deliver against brand briefs both at a local and global level. Tapping into worldwide ad, media, and event agencies, and liaising directly with brands, it will supplement traditional marketing offerings with powerful content that elevates their storytelling capabilities and aids them in bridging deeper connections with their consumers. In doing so, BBE aims to ambitiously expand the volume of opportunities year-on-year across the entity's 21-territory footprint.

Carlotta Rossi Spencer, Head of Branded Content Business Development, Banijay says: "Crafted stories. Passionately told... BBE embodies the Banijay spirit and reflects our ambitions to drive up our activity in the branded content space. While we have some fantastic producers worldwide already dedicated to this area, we recognised the need to take a holistic approach to agencies and brands alike, and hope to inspire them to dream bigger and bolder, with content that creates powerful connections with their audiences."

BBE provides centralised support for Banijay's teams creating branded content around the world – of which there are currently 11, varying from dedicated labels to immersed teams in multifaceted prodcos. Recent successes including Electric Robin's *Live Italian* with Birra Moretti and *Niall Horan's Homecoming: The Road To Mullingar* with Lewis Capaldi with Guinness, both for Prime Video; Banijay Italia's *Lindt Maître Chocolatier*, which aired on TV8 in Italy; and the multi-territory *Hairstyle The Talent Show* with Alfaparf from Shine Iberia which has produced five local versions covering Spain, Italy, the U.S., Mexico and Brazil. In addition to the in-house production houses, the department will also partner closely with Balich Wonder Studio and Banijay Events on its brand-led activations to extend deal potential.

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About Banijay Branded Entertainment

Banijay Branded Entertainment (BBE), part of media and entertainment powerhouse, Banijay, imagines and delivers memorable branded entertainment for clients worldwide. This is storytelling that doesn't just resonate with audiences, but creates rich, powerful, and deep emotional connections with brands.

The experienced producers and creatives within Banijay, elevate brand stories in a compelling way, working with some of the biggest clients in the market including Guinness, AB InBev, Asics, Lindt, Pantene, Tui and Birra Moretti.

Built on independence, creative freedom, collaborative entrepreneurialism, and commercial acumen, Banijay, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.2bn in revenues and €472m in EBITDA for 2022.

About FL Entertainment

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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