



Banijay Bolsters French Portfolio with Authentic Media

Scripted label, led by Aline Panel, joins Banijay France

Thursday 23rd November: Media and entertainment powerhouse, Banijay, today announces the acquisition of premium French label, Authentic Media. Strengthening Banijay France's scripted offering, the brand is recognised for authentically storytelling spanning drama, film, and documentary.

Founded in 2011 by Aline Panel, Authentic Media has built an exceptional reputation in the French scripted landscape for ambitious series with a broad audience. Maintaining a high-volume pipeline, with 15 projects currently in development, the company's slate has included seven seasons of *Sam* (based on original series *Rita*), created by Christian Torpe for SF Studios Productions and TF1; mini-series *Le Temps Est Assassin* for TF1; *Les secrets du château* and *Les secrets du paquebot* for France Télévisions; and three seasons of *Je te promets*, an adaptation of hit scripted format, *This is Us* (Twentieth Century Fox Television Distribution), for TF1.

In joining the Banijay footprint, the label will now have access to leading distribution engine, Banijay Rights, and its catalogue, as well as the opportunity to collaborate with the group's 60+ scripted labels globally. Capitalising on this support, and partnering closely with Banijay France CEO, Alexia Laroche-Joubert, Authentic Media will look to further amplify its productions and reputation on the international stage.

Marco Bassetti, CEO, Banijay: "Authentic Media reinforces our commitment to investing in labels with ongoing creative potential. Boasting a proven track record, promising slate, and fantastic talent, this is a great asset that bolsters our scripted standing in the French market, and I hope with the support of Alexia and Banijay Rights, its content can be further exploited, and appreciated, on the world stage."

Alexia Laroche-Joubert, CEO, Banijay France: "Aline is considered an extremely creative partner for broadcasters, with an aptitude for delivering quality, returning drama. Having built a rich portfolio and ambitious development slate, Authentic Media certainly strengthens our scripted talent and IP offering, and in coming together, we hope we can support the business further in realising its growth goals, maintaining its quality output, and building unique and original brands that permeate the international market."

Aline Panel, President and CEO, Authentic Media: "With its distinctive reputation for investing in talent and quality storymaking, Banijay feels like the ideal home for us to deliver on our ambitious expansion plans. Playing home to some incredibly talented scripted producers who I respect immensely, the group continues to raise its stakes in drama, and I am proud we are joining the fold under Alexia's expert leadership."

Earlier this year, Banijay France was ranked the third best scripted producer by industry title, Ecran Total. Authentic Media now joins its portfolio of scripted labels, which includes Banijay Studio France (*Germinal*, *Marie-Antoinette*, *Versailles*), Shine Fiction (*Brocéliande*,

Carême), Fiction'Air (*Les Disparus de la Forêt Noire*), Terence Films (*Rivière-Perdue*), Montmartre (*Alphonse, Sulak*), Screen Line (*Trash*) and Marathon (three developments underway).

The acquisition of Authentic Media follows Banijay's recent acquisition of *The Buccaneers* producer, The Forge, and strategic investments in Cris Abrego and Eva Longoria's Hyphenate Media Group, Sir Lenny Henry's start-up Esmerelda Productions, James Norton and Kitty Kaletsky's, Rabbit Hole, and Italy's Greenboo Productions.

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About Banijay

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 172,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

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, and represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others.

Built on independence, creative freedom, collaborative entrepreneurialism, and commercial acumen, the company, 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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