



Banijay CEO Confirms Global Sports Drive

Marco Bassetti lands expansion strategy during C21's Content London

Tuesday 28th November: Media and entertainment powerhouse, Banijay, has today confirmed its intentions to trigger a significant push into the world of sport under the banner of new division, "Banijay Sports". Building on the group's existing capabilities, the business will now look to broaden its efforts in sportainment, documentary and digital, via new partnerships, content investments and M&A. The move, which will not venture into broadcast and streaming rights, was announced by CEO, Marco Bassetti, in a dedicated keynote at Content London 2023.

With the sports industry rapidly growing, spearheaded by the monumental increase in the value of rights in this area (set to break \$60bn in 2024), Bassetti cited the complementary nature of this genre to its content and distribution business, and the notable demand from clients, in the decision to launch the new department. The latest push will ramp up the existing efforts already in-play worldwide specifically with documentaries: *That Peter Crouch Film* (Workerbee for Amazon Prime Video), *Human Playground* (Scenery and Workerbee for Netflix), *Tyson Bruno* (Workerbee in association with Sky Studios for Sky), two seasons of *La Leyenda de Sergio Ramos* (Endemol Shine Iberia for Amazon Prime Studio), *Warnie* (Endemol Shine Australia, in association with VicScreen for Nine Network), *Daum* (Doc.Banijay, part of Banijay Productions Germany for Sky) and upcoming *Four Kings* (Workerbee for Amazon Prime Video).

Elsewhere, Banijay Benelux plays home to leading Dutch sports player, Southfields, which delivers coverage, talk shows, documentaries and more, with highlights including *All-in team Jumbo Visma* for Amazon Prime Video. And, just this year, Banijay Iberia struck a deal to launch LaLiga Studios, a new sports-related content production company led by Chalo Bonifacino Cooke; and Endemol France acquired Puzzle Media, which is credited for long-running *Riding Zone* (14 years on France Télévisions). The latter follows additional label launches with sports stars Teddy Reiner, and Blaise Matuidi et Charles Villeneuve.

Banijay CEO, Marco Bassetti, adds to his comments on-stage: "While we've already made some considerate moves in sport across our global footprint of talented producers, we wanted to concentrate our efforts in building value in this space. In having a centralised division, we have further capacity to deliver on partnerships, carve greater volume, mobilise digital opportunities, and ultimately, fulfil our ongoing goals to scale the group."

The news follows Banijay's recent move into live events via Balich Wonder Studio, which specialises in institutional ceremonies, brand, and destination experiences. The ambition is Banijay Sports will also partner with the former to explore alternative content opportunities that capitalise on its expansive relationships linked to institutional ceremonies and large-scale sporting events.

As Banijay ramps up its efforts in direct-to-consumer digital activity, sports will also give the business a direct route to significant fan bases and youth-skewing demographics.

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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 180,000 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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