

***Secret Story* Returns to France with TF1**

Endemol France brings the iconic format back after six-year hiatus

1st November 2023: Banijay France today announces the long-awaited return of *Secret Story*, a format within the *Big Brother* universe, on TF1. Produced by Endemol France, the widely popular reality TV show will be back next year after a six-year hiatus, with casting underway.

Secret Story was first introduced to French audiences in 2007, airing for 11 seasons and almost 1000 episodes. A 15-year anniversary special in 2022 confirmed a great appetite for its return. More recently, the format has also been adapted in Spain and Portugal.

Jean-Louis Blot, CEO of Endemol France says: "Entertaining viewers is in our DNA, and we are excited to creatively grow *Secret Story* for its comeback, introducing it to a new generation of fans, while celebrating the time-tested success of this ever-evolving format. TF1 is a great partner and we enjoyed revitalising the resoundingly popular classic format *Star Academy* for them, and we are poised to harness our expertise to take *Secret Story* to new heights."

Lucas Green, Chief Content Officer, Operations at Banijay adds: "As part of the expansive *Big Brother* universe, *Secret Story* is well-placed to make a successful return to French television, bringing this hugely entertaining, original reality format to a fresh wave of viewers. This is a format that delivers drama and audiences; with Jean-Louis and Endemol France at the helm, enthusiastic reality fans and TF1 viewers can expect a must-watch, unmissable series."

To date, *Big Brother*, a Banijay format, has had 67 adaptations, broadcast across 72 countries, with over 550 seasons and 36,000 episodes. Last year alone, it enjoyed its most successful year ever globally with 33 productions airing across 26 markets. *Big Brother* recently made a highly anticipated return in the UK on ITV with 3.4 million viewers tuning in to the debut episode, making it the highest launch for the format since 2010.

Endemol France, part of Banijay France, is a non-scripted powerhouse having produced recent hits such as *Star Academy* which will be airing its second season in November, *LEGO® Masters*, *Celebrity Hunted*, *LOL: Last One Laughing*, and *Drag Race France*.

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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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