

***MasterChef* Hits 70 Markets**

- World's most successful cookery television format now commissioned in 70 territories following latest Banijay Rights deals –
- New versions in Serbia and Malta to launch in coming months -

London, 20th December 2023: Media and entertainment powerhouse Banijay today announces global cookery hit ***MasterChef*** has reached **70** international adaptations, with two new versions set for **Serbia** and **Malta**.

Serbian broadcaster **TV Prva** will produce a first season of the world-famous factual entertainment format to air this month, bringing together local amateur cooks all keen to show the country they have what it takes in the kitchen.

Meanwhile, PBS-owned **TVM** in Malta will launch a new adaptation of the format in February 2024, with Greatt on board as local producer. Both agreements were brokered by Banijay's global distribution arm, **Banijay Rights**.

Claire Jago, EVP Sales and Acquisitions - EMEA, Banijay Rights, said: *"To reach 70 territory commissions is a significant milestone for us at Banijay and we're incredibly proud this world-beating format continues to grow its influence worldwide. We can't wait for our Serbian and Maltese production partners to deliver tantalising new versions of this global family favourite."*

MasterChef is the world's most successful cookery television format (Guinness World Records) and earlier this year, K7 crowned it the Spin-Off Superstar, with its eighth spin-off, *MasterChef: Dessert Masters*, launching in Australia last month. Now commissioned across 70 markets, the life-changing show has broadcast more than 10,000 episodes to-date and in 2021 aired its milestone 500th season globally since its reboot in 2005. Created by Franc Roddam and first launched in 1990, the show is a super brand known and enjoyed around the world.

The *MasterChef* format and finished programmes are represented internationally by Banijay.

-Ends-

About Banijay Rights

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of 180,000 hours of standout programming. Handling the distribution for media and entertainment powerhouse, Banijay, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights' catalogue encompasses a host of top titles from Banijay's 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include Survivor, Big Brother, MasterChef, Peaky Blinders, Rogue Heroes, Marie Antoinette, Temptation Island, Grantchester, Deal or No Deal, Biggest Loser, Home and Away, Love Triangle, Mr Bean and Black Mirror.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.

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).

Investor Relation

Caroline Cohen – Phone: +33 1 44 95 23 34 – c.cohen@flentertainment.com

Marion Heudes – Phone: +33 1 44 95 23 47 - m.heudes@flentertainment.com

Press Relations

flentertainment@brunswickgroup.com

Hugues Boëton – Phone: +33 6 79 99 27 15

Nicolas Grange – Phone: +33 6 29 56 20 19