



## **Banijay Forges Strategic Alliance with Ágora Digital Ventures for *MasterChef World***

**Madrid, 6<sup>th</sup> February 2024:** Media and entertainment powerhouse, Banijay, today announces a landmark agreement with Ágora Digital Ventures, the proprietors of the highly successful culinary app, ***MasterChef World***. This strategic collaboration marks a significant step in their partnership, with Banijay securing a substantial stake in the offering.

The new alliance will accelerate the expansion of *MasterChef World* into new territories, utilising Banijay's expansive global reach and profound expertise in the media and entertainment sector. The primary objective is to extend the reach of the app, currently available in Spain, to a broader international audience, encompassing the 70 territories where *MasterChef* has been produced.

With a focus on the ongoing growth of *MasterChef World* in Spain, the app has already achieved close to 300,000 downloads, showcasing a consistent increase in its user base. Renowned chefs from *MasterChef*, and regular updates, have significantly enriched the culinary experience for users, positioning this app as a unique all-year-round content and entertainment platform for the brand to interact with its fanbase beyond the show.

*MasterChef* is the world's most successful cooking format (Guinness World Records). 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.

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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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