

The Independents Group acquires London-based Kennedy, specialized in strategic consulting for brand, cultural and entertainment projects

London – 14 March 2024: The Independents, the leading international communications group specialising in luxury, fashion and lifestyle, has acquired London-based Kennedy, growing its community of expert agencies.

Kennedy focuses on the conceptualisation and realisation of brand, cultural and entertainment projects. From creative agility to strong execution capabilities, Kennedy has brought projects to life all over the globe for more than 20 years, with the support of a strong international network. The studio operates at the nexus of culture and commerce, bringing together major brands and preeminent creatives from the world of art, architecture, music, theatre and film.

Jan Kennedy, who founded the company in 2000, was among the first in the field to not only believe that culture in all its forms would help brands propose something fresh and new to their clients, but also to turn it into an expertise recognised by the industry at large.

"We are extremely excited to be joining The Independents Group family," says Jan Kennedy, Founder of Kennedy, who boasts an impressive public relations and hospitality background. *"Having known the company's proposition for many years, both professionally and personally, we are convinced that this merger is an amazing opportunity. With the backing of The Independents, we will fulfil our ambitions to provide our clients with best-in-class services for many years to come."*

While Kennedy is headquartered in London, it has been operating in North America, Europe, the Middle East and Asia for two decades, developing an organic network of creative and production service providers across the globe. *"The acquisition of Kennedy will bring a decisive breakthrough for the group as brands increasingly think both locally and globally,"* says Isabelle Chouvet, CEO of The Independents. *"We are convinced this will bring strong opportunities for everyone at The Independents, as already demonstrated by key collaborations with other agencies of the group, such as K2 in Asia."*

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About The Independents

The Independents Group is a global community for industry leaders across luxury and lifestyle, comprising Atelier ATHEM, Atelier LUM, Bureau Betak & Bureau Future, CTZAR, INCA Productions, Karla Otto, K2, Kennedy, Lefty, Probject, and The Qode. Providing clients with end-to-end solutions to become key culture brands, the group aligns a global perspective with on-the-ground, local insights. As such, the collective is powerfully positioned to offer streamlined strategy, creative services, talent partnerships, influencer marketing, communications and bespoke experiences for leading brands across key markets, by way of its presence in Milan, Paris, London, Munich, New York, Los Angeles, Hong Kong, Beijing, Shanghai, Singapore, Tokyo, Seoul, Dubai, Riyadh and Jeddah. Since June 2023, The Independents Group is backed by Banijay, a FL Entertainment company, and Towerbrook Capital Partners.

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 content producer and distributor) and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2023, FL Entertainment recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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