



DEAL OR NO DEAL RETURNS TO ITV1, ITVX and STV

- The successful launch of Deal or No Deal saw the critically acclaimed series reach close to a staggering 14 million viewers (13.7m) across all devices. The series has been streamed 5 million times and was up +38% on the slot average -

London, Monday 28 January 2024: ITV has recommissioned the iconic TV show *Deal Or No Deal* with host Stephen Mulhern back at the helm, as a new batch of contestants prepare to go head to head with the notorious Banker.

The commission sees *Deal or No Deal* return with four celebrity specials. Produced by Remarkable Entertainment (a Banijay UK company) the series sees contestants opening the iconic red boxes as they try to win a life-changing cash prize, in a nail-biting game of nerves and intuition. But standing in their way is the Banker ready to unnerve, entice and outwit our players.

With tensions running high in the studio, who will have what it takes to beat the Banker?

Host Stephen Mulhern said: "I am absolutely over the moon that *Deal or No Deal* is returning to our screens. The response has been incredible and series one was an absolute rollercoaster of emotions. I loved it! The contestants were a fantastic bunch facing the banker and our new batch of players need to hold their nerve if they want to walk away with the huge jackpot! It's such a phenomenal show and I'm absolutely chuffed to bits that we're going to be doing it all over again. I can't wait to get back to that studio!"

Tamara Gilder, Joint Managing Director for Remarkable Entertainment, said: "We were absolutely blown away by how much love there was for the show.

We can't wait to make some more with the wonderful Stephen. Less so that Banker guy."

Katie Rawcliffe, Head of Entertainment commissioning at ITV added: "We are delighted the ITV viewers loved the new series *Deal or No Deal*, it was a triumphant return for this thoroughly enjoyable game show. It's a fantastic format that is both heartwarming and captivating and with Stephen at the helm it's the perfect combination."

Deal or No Deal first launched in 2002 in the Netherlands. It has been commissioned in over 80 territories worldwide with more than 350 productions. *Deal or No Deal* is a Banijay-owned format.

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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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