



Banijay's *The Fifty* Heads to Germany with Amazon Prime Video

-Endemol Shine Germany and Rainer Laux Productions to adapt hit French reality competition format-

Cologne, 23 February 2024: Media and entertainment powerhouse, Banijay, today announces EndemolShine Germany and Rainer Laux Productions will adapt hit reality competition format, *The 50*, for Amazon Prime Video. Originally created by Banijay Productions France, this marks the third iteration of the ratings success format.

The addictive and high-stakes series will see 50 German reality stars compete in a wide variety of challenges set by the Game Master. The twist this time is that the prize money is not for them, but for one of their fans, who will be drawn at the end of the game. In a competition like no other, viewers can expect thrilling challenges, fierce competition, and plenty of surprises along the way.

Rainer Laux, Managing Director at Rainer Laux Productions and Executive Director EndemolShine Germany says: "By placing the emphasis on the relationship between reality stars and their fans, *The Fifty* brings a new dimension of engagement and entertainment, which keeps viewers at the edge of their seats. We're confident this third adaptation will be a fantastic addition to Germany's entertainment landscape and we are proud to once again partner with the team at Amazon Prime Video."

Florence Fayard, CEO at Banijay Production France adds: "*The Fifty* offers a fresh and exciting take on the reality competition genre and it's great to see the format making waves in Europe and beyond. At Banijay Productions France, we love to produce bold returning reality formats and we are very much looking forward to see where it goes next."

In France, the second season made a strong return last year on W9, and the format launched in the US Hispanic market with a production by EndemolShine Boomdog for Telemundo. This delivered stellar ratings for the channel, with the series premiere

becoming the number one programme in its slot, and a second series was announced during the finale.

EndemolShine Germany, part of Banijay Germany, produces some of the nation's best-loved non-scripted shows, with titles such as *Big Brother VIP*, *Kitchen Impossible*, *Limitless Win*, *The Masked Singer Germany* as well as recent travelling series *Save the Date* in its portfolio.

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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).

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