

POLICY REGARDING BILATERAL CONTACTS WITH SHAREHOLDERS

OF

BANIJAY GROUP N.V.

The board of directors (the "**Board**") of Banijay Group N.V. (the "**Company**") has adopted this policy (the "**Policy**") on bilateral contacts with shareholders on 1 July 2022.

The Company is committed to maintaining an open and constructive dialogue with its shareholders and potential shareholders, both within and outside of the context of a formal general meeting.

All requests from shareholders to enter into a conversation will be taken into consideration. The Company reserves the right to accept invitations only for those conversations where the Board deems this to be in the Company's interest. The Company may also initiate a dialogue with a shareholder.

The Company can request shareholders to provide certain written information in order to assess whether a conversation outside a general meeting would be in the interest of the Company. This information can include the objective of the conversation, the matters to be discussed and the shareholder's view on these matters, the shareholder's interest (both long and short positions in the Company) and/or further clarification of the shareholder's views, objectives and investment intentions.

Generally, the chief executive officer of the Company will lead any discussion with shareholders.

The Company is committed to providing high quality, clear, accurate and timely information to all shareholders in compliance with the applicable rules and regulations, in particular those concerning selective disclosure and inside information.

The Company is committed to adhering to its legal obligations relating to confidentiality and the disclosure of inside information and strives to only disclose publicly available information in bilateral contacts. In the event that inside information is inadvertently disclosed during any bilateral contact, the Company will publicly announce such information as prescribed by applicable law.

In principle, no meetings with shareholders outside a formal general meeting or meetings with analysts shall take place during so-called *closed periods* and the Company shall not engage with shareholders or analysts during such closed periods. Closed periods are generally considered to be periods of 30 calendar days immediately before the announcement of an interim financial report or a year-end report.

For any further information or questions with respect to the Policy, please contact the Company's Investor Relations Manager via the Company's corporate website.