

Betclik renews its naming partnership with the LNB until 2029

The LNB (National Basketball League) and Banijay Group through Betclik, one of the European leaders in sports betting, announced today that they have renewed the agreement concluded in 2021 concerning the naming of the professional French championship "Betclik ELITE" until 2029.

This new agreement highlights the renewed attractiveness of French professional basketball, which the LNB continues to develop, in collaboration with its clubs that benefit from strong local ties. It is also an opportunity for the LNB to reach out to other audiences, especially sports enthusiasts, allowing them to discover all the talents of its Elite championship.

Philippe Ausseur, President of the LNB, stated, "I am delighted to continue this partnership with Betclik for the next five seasons, proving a long-term and virtuous association for French professional basketball, its clubs, coaches, and players. Being a partner of the LNB today means associating your image with a virtuous sport that stems from excellent training and is experiencing an extraordinary momentum."

Nicolas Béraud, Founder & CEO of Banijay Gaming, said, "We are thrilled to renew our partnership with the LNB and remain the title sponsor of the French Championship for the next five years. This long-term commitment strengthens our support for French professional basketball and continues to position the Betclik Elite as a premier league in French sports. We are very excited to continue this long-standing adventure alongside the LNB and allow all basketball fans to experience their favorite sport even more intensely."

Over the past three seasons, basketball fans have benefited from numerous Betclik activation campaigns. Among these notable initiatives are the "Road to Elite" series, which followed the journey of young prospects aspiring to be drafted; the "Extra Places" campaign, which allowed fans to attend sold-out games; and the "Betclik Ballerz Challenge," which offered amateurs the opportunity to play on Betclik ELITE courts.

Additionally, this partnership led to the creation of the Betclik Cam, the first player-mounted camera system, offering an unprecedented, closer-to-the-action experience. This renewal will allow Betclik to continue engaging its audience with innovative initiatives, ensuring increasingly captivating games.

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About Betclik (Banijay Group)

Betclik is an online gaming group and the leader in sports betting in several European countries. Every day, it is committed to enhancing sports' passion by providing the best entertaining experience. Working alongside sports clubs, leagues, and federations, Betclik contributes to the economic dynamism of the sports industry.

Betclik provides its players with a secure and responsible gaming environment, enabling them to live their passion for sports by betting in complete safety. The Betclik Group has over 1000 employees, including 400 engineers.

About Banijay Group

Banijay 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 Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).