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Banijay Entertainment's Next-Gen Superbrand *The Summit* Scales Europe

-Netherlands, Finland and Norway latest markets onboard-

Content powerhouse Banijay Entertainment today announces the expansion of its next-gen superbrand, *The Summit*, into three new European markets. The Netherlands, Finland and Norway are the latest territories to board the breakout hit, with EndemolShine Nederland, Banijay Finland and Mastiff Norway producing for RTL, MTV and TV 2, respectively.

With these new commissions, *The Summit* is fast-becoming Banijay Entertainment's next adventure reality blockbuster, now active in six markets, just over a year since it first premiered in Australia. Originally created by Endemol Shine Australia and 9Network, the hit format has run successfully locally for two seasons so far. Making its high-profile US debut (Endemol Shine North America) on CBS last week, there are more major international deals in the works for the format.

In *The Summit*, contestants embark on a high-stakes expedition through rugged terrain and stunning landscapes. Each competitor carries a life-changing cash prize in their backpack; to reach the summit, they must overcome a series of physical and moral tests, balancing trust and strategy to stay in the game, while working together to succeed and claim their reward.

Lucas Green, Chief Content Officer, Operations, Banijay, says: "*The Summit* is quickly emerging as our next generation superbrand, with six versions commissioned in just over a year. The breadth of buyers taking on the format highlights its scalability, offering viewers a prime-time co-viewing experience. With its spectacular mountain backdrop, thrilling twists, emotional tension, and strategic alliances, the show delivers unmissable adventure for audiences around the globe."

The Summit is among Banijay Entertainment's format highlights at MIPCOM 2024, sitting alongside *Three Are The Champions*, *By Land, Air and Sea*, *Dream Home*, *Origin Odyssey*, *Headliners*, *The Never Ever Mets*, *Deal or No Deal Island*, *Dessert Masters* and *The Fortune Hotel*. The company's expansive portfolio includes hit travellers like *Good Luck Guys*, *Love Triangle* and *The Fifty*; superbrands *MasterChef*, *Big Brother* and *Survivor*. Highly-anticipated Netflix launches include *Bear Hunt* and *Building a Band (w/t)*. Banijay Entertainment adapts *LOL: Last One Laughing* for Prime Video in eleven markets and *Love is Blind* for Netflix in three countries.

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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).