

Press Release

Paris – December 16th, 2024

Lucien Pagès Communication joins The Independents

Lucien Pagès Communication is joining forces with the world's leading communications group across luxury, fashion and lifestyle, The Independents.

Lucien Pagès Communication, based in Paris and New York, was founded in 2006. The agency specializes in developing tailored communication strategies and managing public relations for brands, as well as engaging with key players across the luxury sector in all its forms. Today, it represents more than 100 international clients in fashion, beauty, lifestyle, and the arts.

Over the years, Lucien Pagès has earned widespread recognition for offering bespoke strategic services and a personal approach to public relations.

"I have known the founders of The Independents, Isabelle and Olivier Chouvet, personally for many years. We share the same core values of hard work and excellence, along with our love of the Cévennes, the place where I was born and raised. Joining The Independents, after 18 years of existence, represents a major opportunity for us. Our alliance will not alter the organization or the structure I have conceived with a specific philosophy. Moreover, this synergy will enable us to pursue ever more ambitious and innovative projects while staying true to our values, which includes my commitment to my clients and my teams."

Lucien Pagès, Founder of Lucien Pagès Communication.

"We are thrilled to welcome Lucien and his teams on board, as their expertise will enable us not only to create positive synergies within the group, but also to develop new perspectives in an ever-changing world. This marks the crowning achievement of a friendly and professional relationship that began some time ago, and it was the right time to make it happen."

Isabelle Chouvet, CEO of The Independents.

Investor Relations

Caroline Cohen – Phone: +33 1 44 95 23 34 – c.cohen@group.banijay.com

Marion Heudes – Phone: +33 1 44 95 23 47 - m.heudes@group.banijay.com

Press Relations Banijay Group

banijaygroup@brunswickgroup.com

Hugues Boëton – Phone: +33 6 79 99 27 15

Nicolas Grange – Phone: +33 6 29 56 20 19

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).

About The Independents

The Independents Group is a global community for industry leaders across luxury and lifestyle, comprising Atelier ATHEM, Atelier LUM, BUREAU BÉATRICE, Bureau Betak & Bureau Future, CTZAR, INCA Productions, Karla Otto, Kennedy, Kitten Production, Kitty Events, K2, Lefty, Lucien Pagès Communication, Probject, Sunshine and The Qode. Providing clients with end-to-end solutions to become key culture brands, the group aligns a global perspective with on-the-ground, local insights. As such, the collective is powerfully positioned to offer streamlined strategy, creative services, talent partnerships, influencer marketing, communications and bespoke experiences for leading brands across key markets, by way of its presence in Milan, Paris, London, Munich, Barcelona, New York, Los Angeles, Hong Kong, Beijing, Shanghai, Singapore, Tokyo, Seoul, Dubai, Riyadh and Jeddah. Since June 2023, The Independents Group is backed by Banijay Group and Towerbrook Capital Partners.