

Banijay Live Expands with LOTCHI

-Immersive experience specialist joins burgeoning live entertainment portfolio-

Paris, 28 January 2025: Banijay Live today announces the strategic acquisition of **LOTCHI**, a producer of immersive live experiences and creator of *LUMINISCENCE*. Only established in 2023, the start-up, led by founder Romain Sarfati, has quickly built a reputation in France for its approach to blending cutting-edge technology and live orchestra with iconic churches to create history-rich cultural spectacles. The team will now partner with Banijay Live to leverage their collective scale and expertise to boost the reach of its offering globally.

LOTCHI's debut show *LUMINISCENCE* weaves complex architecture with video-mapping, light and classical music to create unforgettable out-of-home experiences for its visitors, which inspire connection and reflection. The sensory spectacle, which narrates the history of each venue it resides in, has so far captivated over 350,000 spectators across Paris (Saint-Eustache Church), Bordeaux (Saint-André Cathedral), Lille (Notre-Dame de la Treille Cathedral) and Nice (Basilica of Notre-Dame-de-l'Assomption). Talks are already underway with Banijay Entertainment's producers across Spain and Germany to extend the immersive offering into symbolic monuments in cities outside France.

François de Brugada, CEO, Banijay Live: "With creative entrepreneurship at its heart, **LOTCHI** is a hugely complementary asset to our expanding portfolio of live entertainment businesses. In *LUMINISCENCE*, Romain has crafted a truly unique show, which has landed immediate success through France. We hope together, in leaning on the footprint and expertise both we and Banijay Entertainment have built, we can take this offering to the next level across new cities and sites and capitalise on the company's innovative approach to create the next must-see immersive spectacle."

Romain Sarfati, Founder, LOTCHI: "We are delighted with how far LOTCHI has come in such a short time, but above all, we are immensely proud to breathe life into our heritage while actively contributing to its preservation through the donations generated by our shows. The

success of LUMINISCENCE in France highlights the growing public interest in experiences that bring us together around a shared and universal history. Joining Banijay Live marks a decisive milestone: this strategic partnership opens the doors to an exceptional international network, enabling us to stage our shows in some of the world's most iconic monuments while also envisioning bold new creations. The future is truly exciting, and we can't wait to begin this new chapter with them."

Lotchi is the latest investment joining Banijay Live, which was launched in 2023 following Banijay Entertainment's acquisition of Balich Wonder Studio (recently repositioned as The Wonder Society). The dedicated pillar committed to live entertainment and experiences also partners with renowned creativity agency, The Independents – a minority investment made by the wider Banijay Group.

Banijay Live will continue to grow via strategic investments and organic growth.

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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).