

Screentime New Zealand and LUMA Partner to Scale Up Magic for Queenstown

*-LUMA Enchanted night walk to raise the bar on sensory storytelling
as it takes residence at Kiwi Park-*

Paris, Wednesday 2 April 2025: Screentime New Zealand, part of content powerhouse Banijay Entertainment, today announces its investment in the award-winning Southern Light Orchestra Project, LUMA, as it partners with the SILO team to bring a brand-new, family-friendly night walk to Queenstown. Hosted at the town's Kiwi Park, a five-acre wildlife sanctuary dedicated to the conservation of New Zealand's native species, tickets for LUMA Enchanted go live on 25th April, with the experience running through winter 2025.

Aligned with its home – Kiwi Park, which is home to over 20 species of native birds and reptiles as part of nationally managed conservation programs – LUMA Enchanted offers visitors an immersive, mystical experience centred around New Zealand's unique wildlife. Previously a cornerstone arts and culture event, LUMA will now for the first time lean into Screentime New Zealand's unrivalled track record in scripted television production, to combine artist installations with expert storytelling, taking the offering to the next level. Transforming the setting with the latest in light and sound technologies, the united team will deliver an innovative sensory experience that will enhance the natural beauty of the park and its important conservation message.

Philly de Lacey, CEO, Screentime New Zealand, comments: "For over eight years, LUMA has been key to Queenstown's annual calendar of events. In bridging its specialism in light and sound with our expertise in drama and entertainment, we recognized we could bring added value by scaling up the experience. We have always believed storytelling doesn't have to be confined to one medium, and thanks to Banijay Entertainment's entrepreneurial spirit, we have the freedom to flex. Through LUMA Enchanted, we hope to showcase the power of storytelling in a way that transforms this unique event into an unmissable, immersive spectacle."

Duncan Forsyth – LUMA Originator, comments: "Whilst working on our long-term plan for LUMA, we were approached by a collaborator from last year's event. Screentime NZ approached us with an opportunity to take LUMA into the next chapter. Having worked closely with the team before—including when they captured some incredible moments for 'A Remarkable Place to Die' at LUMA24—we knew they understood the heart and soul of the event. This partnership allows LUMA to evolve in a new home at Kiwi Park, with Screentime bringing their expertise in storytelling and production to create LUMA Enchanted. We've had a glimpse of what's to come and we're excited to help bring this new experience to life."

Richard Wilson – General Manager, Kiwi Park, comments: "Kiwi Park is passionate about protecting and showcasing New Zealand's native wildlife, and LUMA Enchanted is a fantastic way to highlight this in a completely new light. Partnering with LUMA and Screentime New Zealand allows us to combine conservation with creativity, offering a unique experience that brings the park to life in an immersive way. This event will not only provide visitors with a magical journey through our landscape but also support our ongoing conservation efforts. We're excited to see the park transformed and to share this special experience with the community and visitors alike."

As a family-owned and operated sanctuary, Kiwi Park is committed to wildlife conservation, rehabilitation, and education, making it the perfect setting for this reimagined event. By merging storytelling, creativity, and environmental awareness, LUMA Enchanted will offer visitors a one-of-a-kind night-time experience that not only captivates but also contributes to the park's conservation efforts, ensuring that each ticket purchased helps support the protection of New Zealand's native species.

Tying in with LUMA's original ethos, LUMA Enchanted is dedicated to connecting people and engaging local artists to support local businesses, education, and creative networks. As an annual activation, each year it will enjoy a creative overhaul to ensure continued originality in concept – enthralling attendees time and time again.

With Screentime New Zealand's investment and storytelling expertise, LUMA, previously a five-day festival, has now been supercharged into a winter-long ticketed event, set to become a whimsical, awe-inspiring spectacle for tourists and local families alike. In taking residency at Kiwi Park, this new offering will not only transform the visitor experience but also bring added exposure and support to one of Queenstown's most important conservation hubs. Visitors can expect the experience to take roughly 45 minutes to one hour.

The announcement follows Screentime New Zealand's recent unveiling of Remarkable Studios, Queenstown's largest wet weather cover and first studio facility. Since opening in Q4 2024, the site has played home to numerous high-profile production crews, illustrating the city is a leading home for film and television.

Adding LUMA Enchanted to its offering, Screentime New Zealand illustrates its ongoing commitment to supporting Queenstown's economic growth, spurring employment along with both business and leisure tourism. The move will be supported by the team at Banijay Live, Banijay Entertainment's dedicated live event and experiences business, with the view to long-term international roll-out.

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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 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively.

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