

LUMINISCENCE[×]

Banijay Germany brings France's best-rated immersive show, LUMINISCENCE to Germany for the first time

Banijay Germany, part of content powerhouse Banijay Entertainment, is expanding into live entertainment in a new cooperation with leading French immersive show producer, LOTCHI, a Banijay Live company, to bring LUMINISCENCE to Germany for the first time. The production tells the story of venerable cathedrals in the interplay of innovative technology and live music with choir and organ – via a mystical voice from off-screen and with an additional exhibition. The German edition will celebrate its premiere from 4 September in St. Paul's Cathedral in Münster, in the year of the 800th anniversary of the laying of the foundation stone. LUMINISCENCE was created by LOTCHI and will now be produced by Banijay Germany's Brainpool Live Entertainment and CAPE CROSS Entertainment Services.

With its hugely successful sold-out debut in France, the start-up LOTCHI, founded in 2023, has reached over 500,000 visitors to date with LUMINISCENCE. In France, it has already taken place in Paris Saint-Eustache Church, Bordeaux Cathedral, Lille Cathedral, Nice Basilica, Rouen Cathedral and Reims Basilica. In May, LUMINISCENCE launched in San Sebastián (Buen Pastor Cathedral), with Germany the third country to follow.

The live business is not new territory for Banijay Germany: Brainpool Live Entertainment can look back on a great deal of expertise in the implementation of numerous nationwide tour events, primarily in the comedy sector. CAPE CROSS Entertainment Services as a partner brings the technical full-service know-how in the field of events and shows. Brainpool Live Entertainment is cooperating with its external partner Fever for ticket sales.

Ingrid Langheld, Managing Director of Brainpool Live Entertainment: "LUMINISCENCE has made it its mission to tell the fascinating stories of special cathedrals. At a time when we are looking for enriching and captivating experiences, the combination of architecture, voice, music and light creates a unique and poignant atmosphere. We are delighted to bring this extraordinary cultural event to Germany."

Manuel Meloh, Managing Director of CAPE CROSS Entertainment Services: "Cathedrals impress with their centuries-old history and spiritual atmosphere. The highest precision is required for the projection with modern 360° projection technology – especially when it comes to the precise alignment with the architecture and the sensitive handling of the

complex acoustics. The technical implementation in such a room is demanding – but the result promises an immersive experience that will inspire the audience in the long term."

Romain Sarfati, Founder, LOTCHI: "LUMINISCENCE was born from the desire to bring heritage sites to life through emotion, technology, and storytelling. With Banijay Live by our side, we've been able to scale this vision beyond borders. Germany marks an exciting new chapter, and we're proud to collaborate with Banijay Germany's exceptional teams to deliver this immersive journey to one of Europe's most iconic cathedrals. Together, we aim to create unforgettable experiences that celebrate history and spark collective wonder."

LUMINISCENCE will take place several times a week in St. Paul's Cathedral in Münster from 4 September.

Advance ticket sales start June 26 at www.luminiscence.com/muenster/.

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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).