

WE ARE ONA joins The Independents, adding culinary experiences to the group's creative capabilities

June 10, 2025: *The Independents*, the world's leading communications group, has integrated the pioneering 360° culinary studio WE ARE ONA into its growing creative collective. This strategic acquisition expands The Independents' live experiences offering, further establishing the group as the definitive partner for culture-defining brands.

Founded in 2019, WE ARE ONA is a culinary studio and food production agency known for redefining the boundaries of gastronomy through immersive, site-specific dining experiences that create unforgettable moments at the intersection of food, design and art. Whether through open-to-the-public pop-ups, intimate private dinners or large-scale cultural events for brands like Alaïa, Chanel, Saint Laurent and Jacquemus, WE ARE ONA brings together food, design and storytelling in ways that transcend traditional hospitality.

Over the years, WE ARE ONA has built a global network of more than a thousand culinary talents, ranging from emerging voices to Michelin-starred chefs, and regularly invites creative visionaries to collaborate, including artist Carsten Höller, designers Cristina Celestino and Willo Perron, and chefs Dalad Kambhu and Mory Sacko.

"Food is not only about taste. It's a powerful medium to tell stories, spark emotion and elevate brand experiences. Across The Independents, we have been working with Luca and WE ARE ONA for many years. Now, as part of our collective, we are excited to deepen those synergies, crafting immersive and community-driven experiences at the intersection of gastronomy, art and design for our world-class clients." **says Isabelle Chouvet, Founder & Chief Executive of The Independents.**

"This initiative with Isabelle feels like a natural evolution. For years, and as a long-standing member of WE ARE ONA's growing global community, she has understood the power of culinary culture in today's creative industries. Joining forces now is both inspiring and empowering, as we aim to push boundaries and craft pioneering experiences that connect people, brands and ideas in meaningful new ways." **says Luca Pronzato, Founder and Creative Culinary Director of WE ARE ONA.**

At the core of WE ARE ONA's success is a multidisciplinary in-house team of culinary strategists, chefs, beverage experts and a creative studio of designers, who are responsible for every detail from concept to execution: the menu, visual identity, atmosphere and storytelling. This holistic approach, supported

by its global network of creatives, allows WE ARE ONA to deliver experiences that are gastronomically exceptional, emotionally resonant and culturally relevant.

This strategic acquisition expands The Independents' capabilities, adding culinary event production to its growing collective of industry-leading experts across brand strategy, storytelling and live experiences. Luca Pronzato's creative vision and global culinary network not only strengthen The Independents' creative offering but also set the stage for WE ARE ONA to accelerate its international 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 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

About The Independents

The Independents is the pioneering global communications collective of industry-leading experts for the world's top luxury and lifestyle brands. With 20 companies present across 16 global cities, the collective is powerfully positioned to offer culture-defining brands streamlined expertise across brand strategy, storytelling and live experiences, aligning a global perspective with on-the-ground local insights in Milan, Paris, London, Munich, Barcelona, New York, Los Angeles, Hong Kong, Beijing, Shanghai, Singapore, Tokyo, Seoul, Dubai, Riyadh and Jeddah.

The Independents unites the fashion, luxury and lifestyle industries' most trusted creative partners, comprising over 1,200 people. Today the collective includes 2x4, 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, Terminal 9 Studios, The Qode and We Are Ona.

In March 2025, The Independents launched L'Incubateur, a pioneering initiative conceived to identify, support and accelerate the next wave of talent, entrepreneurs and creative agencies on a global scale. Since June 2023, The Independents has been backed by Banijay Group and TowerBrook Capital Partners.