

LUMINIS^xCENCE

Banijay Benelux Launches Spectacular Immersive Experience, *Luminiscence*, in the Netherlands

*-TwentyTwo Productions and Lotchi bring acclaimed European experience
to Dutch visitors for the first time-*

Amsterdam, September 2025: Banijay Benelux announces TwentyTwo Productions is entering the live entertainment space through a new collaboration with French immersive producer Lotchi, a Banijay Live company, to bring *Luminiscence* to the Netherlands for the first time. Becoming the fourth country to host the production, the Dutch edition will premiere on 7th November at Delft's iconic heritage site, Oude Kerk, and will run for a limited two-month season.

Luminiscence is a breathtaking 360° multi-media experience, fusing cutting-edge technology, live music and immersive storytelling. The show has already enchanted almost one million visitors across Europe's most beautiful cathedrals and churches, from France, Spain, and Germany, which launched just last week. The show is currently being globalised by Banijay Live's Lotchi and a number of Banijay Entertainment's production labels.

Audiences in the Netherlands will be immersed in stunning 3D light projections, live choral music, and a powerful voiceover by Dutch actor Daan Schuurmans, bringing to life a thousand years of Dutch history, from the legacy of William of Orange, and the artistry of Johannes Vermeer, to remarkable moments of resilience and freedom.

Paul van der Maesen, Producer at TwentyTwo Productions, said: "When I first experienced *Luminiscence* in France, I was absolutely blown away. What a spectacle. The combination of an unparalleled light show with beautiful music in such a special location is simply breathtaking. Expanding into live events is both complementary, and an exciting new chapter for TwentyTwo, and our initiative to launch the experience at Delft's Oude Kerk showcases the creative potential of this production."

Romain Sarfati, Founder of Lotchi says: "Bringing *Luminiscence* to the Netherlands, and to such an iconic landmark as Delft's Oude Kerk, is a true milestone in our international journey. This collaboration with TwentyTwo Productions not only breathes new life into a place rich

with history and artistry, it also demonstrates how *Luminiscence* can transcend borders, transforming heritage sites into living stages of wonder. Together, we are setting a new benchmark for immersive cultural experiences in Europe.”

Amsterdam-based TwentyTwo Productions is known for innovative television formats like *Date on Stage*, *The Block* and *Renovation of the Century*. With the production of the live show LUMINISCENCE, Twentytwo Producties is taking its first steps towards expanding its portfolio with more live events, in line with Banijay Benelux’s ambition to become the media house of the future.

Luminiscence will take place Wednesday to Saturday from 7 November for a limited two-month run. Advance ticket sales will open soon, and visitors can join the waiting list now at www.luminiscence.com/delft.

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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 Banijay Live

Banijay Live was launched in 2023 following Banijay Entertainment’s acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group’s (previously FL Entertainment) investment in The Independents. Housing both brands’ activities, as well as those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world’s best live entertainment experiences.

Spanning live events and experiences, the entity sits alongside content powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 production companies across 23 territories and a multi-genre catalogue boasting 200,000+-hours of original standout programming. An innovative creative leader, in 2024, it launched 250+ new non-scripted titles, an average 110+ scripted titles, 80 shows on streaming platforms, and produced 33 formats in more than 3+ territories. Representing some of the biggest global brands in the market, its portfolio includes *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Good Luck Guys*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *The Summit*, *Black Mirror*, *Let's Play Ball*, and *The Fifty* among others.