

Banijay Entertainment Boards Digital-First Format *Stop The Train*

*All-new high-stakes format from Unfold Production joins
Banijay Entertainment's premium third-party portfolio*

Media and entertainment powerhouse, Banijay Entertainment, announced yesterday it has acquired the global format rights to *Stop The Train*, a high-concept adventure game from Unfold Production. Created by French YouTuber Squeezie, and director Théodore Bonnet, the series debuted on YouTube last year with a cast of French influencers.

Set entirely aboard a real, moving train, *Stop The Train* is a thrill-driven elimination game where contestants compete in challenges across themed carriages, aiming to reach the locomotive and bring the journey to a halt. At each stage, one player is eliminated and left behind as the journey continues, until only a single winner remains to claim the cash prize. Blending strategy, logic, memory and physical gameplay, the competition unfolds in real-time, with each carriage offering a distinctive and immersive setting, from a casino to a prison, all while in motion.

James Townley, Chief Content Officer, Development, Banijay Entertainment, says: “*Stop The Train* truly pushes creative boundaries, through its originality, competitive intensity and distinctive location-led design. We’re incredibly excited to be working alongside Unfold Productions and Squeezie, a defining figure in the digital landscape, whose creative vision and deep connection with online audiences have been central to the format’s success. Born on YouTube and already proven popular with fans, we see strong potential to scale the concept across our global footprint for multi-platform audiences around the world.”

The deal was brokered by Helen Greatorex, Head of Format Acquisitions, Banijay Entertainment. *Stop The Train* joins Banijay Entertainment’s premium third-party line-up, alongside recent additions including comedy format *YOU LAUGH YOU LOSE* from Yoshimoto, the creators of global phenomenon, *LOL: Last One Laughing*, cult strategic reality format *Werewolves* from STUDIOCANAL and Dreamspark; superbrand *Ninja Warrior* from Tokyo Broadcasting System (TBS); and digital-first format *All Star Hide and Seek* from Troot and Rabbit Film.

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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 fast-growing online sports betting platform). In 2025, Banijay Group recorded revenue of €4.9bn and Adjusted EBITDA of €961m. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

About Banijay Entertainment

Launched in 2008, media and entertainment powerhouse Banijay Entertainment (inclusive of Banijay Live) is home to over 130 creative companies across 25 territories and delivers an average 16,000 hours of content and 3,000 live events globally each year. An innovative leader, in 2025 alone, it launched 250+ new non-scripted titles, 100+ scripted titles, 80+ shows on streaming platforms, and had 30 formats active in more than 3+ territories.

A home for today's storymakers, and the creative pioneers of tomorrow, the business puts creators first, uniting the best creative minds to shape the next generation of entertainment. The masters of superbrands like MasterChef, Big Brother, and Survivor, scripted icons like Peaky Blinders and Black Mirror, and live spectacles including the Olympic opening and closing ceremonies, the business nurtures ideas at scale, defining culture and inspiring audiences worldwide. Its latest standout titles include Good Luck Guys, El Jardinero, Shaolin Heroes, House of Guinness, The Summit, The Culpa Trilogy, Let's Play Ball, Fear Factor: House of Fear and The Fifty among others.

Built on independence, creative freedom and pioneering entrepreneurialism, Banijay Entertainment and live events business, Banijay Live, under the direction of Chief Executive Officer, Marco Bassetti, have collectively grown to reach €3.3bn in revenues and €544m in EBITDA (2025).