

# LUMINISCENCE

## Banijay Germany Expands LUMINISCENCE to Hamburg's St. Michaelis

*-Globally acclaimed live experience illuminates third German city-*

**Cologne, Hamburg, 28<sup>th</sup> April 2026:** Banijay Germany today announces the continued expansion of its live entertainment portfolio and its collaboration with French immersive producer LOTCHI, a Banijay Live company, bringing LUMINISCENCE to Hamburg's iconic St. Michaelis Church. Following outstanding success in Münster and Nuremberg, Hamburg becomes the third German city to host the globally celebrated experience, premiering on 2<sup>nd</sup> July, transforming the landmark into a striking landscape of light, sound and history.

Since its launch in 2023, LUMINISCENCE has welcomed more than one million visitors internationally, staging immersive productions across the world's most beautiful cathedrals, churches and historic landmarks in eight countries, including France, Spain, UK, Netherlands, Belgium, Germany, Brazil and the US. With 20+ productions across major cities, including nine productions currently live, the experience has established a strong presence in the premium live sector, with extended runs, returning engagements and sustained audience demand, all delivered via Banijay Live's LOTCHI and Banijay Entertainment's production labels, bringing a scalable production framework across markets.

Hamburg's landmark heritage site, St. Michaelis, will be illuminated into a spectacular landscape of light, sound and history. Using state-of-the-art 360° projection technology, innovative lighting effects, original music compositions, live singing and organ music, LUMINISCENCE creates an emotional journey through time and space. For the Hamburg production, a dedicated LUMINISCENCE ensemble of conductors, organists and a choir of renowned voices from the region, offering audiences the chance to rediscover the history and soul of St. Michaelis in a new contemporary way. For the Hamburg production, the internationally renowned singer Lucia Duchoňová has brought together a vocal ensemble of exceptional voices. Among those playing the organ are Magne H. Draagen, cantor of St. Michael's Church, and Paul Fasang.

**Ingrid Langheld, CEO, Banijay Germany Live, says:** "LUMINISCENCE has proven its ability to draw audiences across cultures, bringing history to life using technology and music. Its continued expansion in Germany reflects both the strength of the creative concept from LOTCHI and our team's expertise in delivering experiences at scale. Bringing LUMINISCENCE to St. Michaelis is a milestone in our German journey and a fantastic example of how collaboration drives growth and business diversification."

**Alexander Röder, Senior Pastor at Hamburg St Michaelis says:** "Through this project, our bright and airy Baroque church is being revealed in a unique way, and St. Michaelis and its eventful history are brought magnificently to life for the audience through light, music, and narration."

**François de Brugada, CEO, Banijay Live added:** "When LOTCHI joined Banijay Live, LUMINISCENCE had already proven its concept in four French cathedrals. One year later, the show is successfully running across Europe, the UK, the USA and Brazil - powered by Banijay Entertainment's leading network of local talent. St. Michaelis in Hamburg is yet another perfect match between LUMINISCENCE's bold creative and technical vision and the exceptional local expertise of Banijay Germany."

The official pre-sale begins on May 5<sup>th</sup>, those interested in Hamburg performances can register interest from today via the website [www.luminiscence.de/hamburg](http://www.luminiscence.de/hamburg) and all major ticket outlets. A portion of the proceeds will go towards the preservation and maintenance of St. Michaelis.

LUMINISCENCE is a production by Banijay Germany Live and Cape Cross in co-operation with the Hamburg Michel.

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### **About Banijay Group**

Banijay Group is a global entertainment leader founded by Stéphane Courbit, an entrepreneur and entertainment industry pioneer with more than 30 years of experience in the industry. Its 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 and distributor, which announced in March 2026 that it will combine with All3Media before fall 2026, subject to customary conditions precedent), Live experiences (through Banijay Live, a leading player in live experiences) and Sports betting & gaming (through Banijay Gaming, Europe's fast-growing sports betting platform, encompassing leading brands including Betclac and since April 2025, Tipico and Admiral).

In 2025, Banijay Group recorded on a standalone basis (before Tipico and All3Media operations) revenue of €4.9 billion and Adjusted EBITDA of €961 million. 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 within media and entertainment powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 creative companies across 25 territories and a multi-genre catalogue boasting 225k+-hours of original standout programming. 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. 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*, *Shaolin Heroes*, *Black Mirror*, *Let's Play Ball*, and *The Fifty* among others.