

BANIJAY LIVE STUDIO ANNOUNCES FIRST EUROPEAN STOP FOR THE BLACK MIRROR EXPERIENCE™

Coming to Espacio Delicias, Madrid this June

Banijay Live Studio, part of Banijay Live, is proud to announce the arrival of **THE BLACK MIRROR EXPERIENCE™** in Madrid. The premium immersive adventure - produced in partnership with **Univrse**, a cutting-edge VR studio - will open its doors at Espacio Delicias on June 4, 2026. Following its world premiere at Infinity Experience in Montreal on May 21, 2026, this latest city marks the first European location for this landmark location-based entertainment experience, with further locations set to follow.

Drawing on the award-winning dark, satirical TV anthology created by Charlie Brooker, **THE BLACK MIRROR EXPERIENCE™** blends physical space and free-roaming virtual reality to put visitors at the centre of a completely new, standalone story set within the Black Mirror universe - no prior knowledge of the series required.

Black Mirror, a Banijay Entertainment format, which resides on Netflix, has earned 29 major awards - including 9 Emmys and 4 BAFTAs - across seven seasons, captivating over 3.3 million global subscribers and amassing 86 million social views. Its seventh series premiered on the streamer in April 2025.

A NEW KIND OF STORY

THE BLACK MIRROR EXPERIENCE™ is not a game, not an escape room, and not a passive show. It is a 60-minute hybrid experience - physical and digital - in which groups of up to six participants become the protagonists of an entirely original *Black Mirror* narrative.

Visitors are invited to the exclusive opening of Phaethon's showroom - a tech giant about to unveil its most ambitious creation yet: LifeAgent, a robot designed to simplify your life, understand your desires, and help you become your best self. At first, everything feels seamless. Reassuring. Almost perfect. Until it doesn't...

The experience invites audiences to examine the role technology and artificial intelligence play in our lives - in a format that is as thought-provoking as it is entertaining.

François de Brugada, CEO, Banijay Live: *"Until now, location-based VR meant visiting somewhere - a cultural site, a moment in history. With The Black Mirror Experience, you're no longer visiting a world. You're the protagonist of the story."*

Tristan Desplechin, Producer, Banijay Live Studio: *"Bringing The Black Mirror Experience to Europe is a milestone for Banijay Live Studio. With captive, culturally engaged audiences, Madrid is the perfect next home, and we look forward to seeing how visitors respond to what we've built."*

PRACTICAL INFORMATION

Venue: Espacio Delicias - Paseo de las Delicias, 61, Arganzuela, 28045 Madrid.

Opening date: June 4, 2026

Duration: 60 minutes

Group size: Up to 6 participants

Minimum age: 12 years and over

Tickets: theblackmirrorexperience.com

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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 2026, 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 production companies across 23 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.

About Banijay Live Studio

Part of Banijay Live, Banijay Live Studio specialises in adapting Banijay Entertainment's most iconic intellectual properties into world-class location-based experiences. The Banijay Entertainment catalogue includes some of the most recognised global entertainment brands - *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Mr Bean*, *Black Mirror*, and many more - across 130 creative labels in 25 territories.

About Univrse

Founded in 2022, Univrse specializes in free-roaming, multi-user VR experiences that transform passive storytelling into interactive, shared adventures. From experience design to visitor engagement, content distribution to operations support, and even creator tools, Univrse powers every level of the location-based VR ecosystem from end-to-end. Their expanding catalogue - spanning art, history, culture, science, entertainment, and edutainment - blends breathtaking visuals with meaningful interactivity, transforming audiences from observers into active participants.