

Press Release

Paris, 4 June 2026

Nathalie Lelorieux joins Banijay Group as Vice President Communications

Banijay Group, the global independent leader in the entertainment industry, today announces the appointment of Nathalie Lelorieux as Vice President Communications, effective immediately.

At a pivotal moment in the Group's development, marked by the transformative acquisitions of Tipico and All3Media, she will be responsible for strengthening Banijay Group's profile, positioning, and influence as a leading player in global entertainment and a European leader in sports betting. She will also take the executive responsibility for Banijay Gaming's communications.



Since September 2024, Nathalie Lelorieux has served as Chief Communications Officer of FDJ UNITED, where she oversaw brand and corporate communications, media relations, sponsorship activities, as well as matters relating to sports integrity. She was also responsible for media buying, television and event production, and FDJ Studios. Prior to this, she served as Brand and Corporate Communications Director at FDJ from 2016.

Nathalie Lelorieux began her career in the Marketing Department of Picard Surgelés before joining McDonald's France in 2000, where she held various positions within the Marketing and Communications Department, including Director of Brand and Corporate Communications. She holds a degree in Economics and a

Master's degree in Marketing and Advertising.

François Riahi, CEO of Banijay Group, commented: "I am delighted to welcome Nathalie to Banijay Group at a particularly important moment in our development. Over the past few months, the Group has entered a new phase in its history, strengthening its international footprint and positioning within the global entertainment industry through the Tipico and All3Media transactions. Nathalie's experience in building strong brands, supporting organisations through periods of transformation, and her deep understanding of the entertainment, sports and gaming sectors will be major assets in supporting our ambitions and strengthening our dialogue with all our stakeholders."

Media Relations

banijaygroup@brunswickgroup.com

Hugues Boëton +33 6 79 99 27 15

Nicolas Grange +33 6 29 56 20 19



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. 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 sports betting & gaming (through Banijay Gaming, Europe's fast-growing online sports betting platform). In 2025, Banijay Group recorded on a standalone basis revenue of €4.9bn and Adjusted EBITDA of €961m. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).