

BANIJAY RIGHTS TURNS UP THE HEAT WITH MIKE REID SOCIAL MEDIA DEAL

British TV chef joins Banijay Rights' stellar digital representation roster to expand YouTube, TikTok, Instagram, and Facebook presence

Banijay Rights, the global distribution arm of media and entertainment powerhouse Banijay Entertainment, announced a new digital representation deal with chef, TV presenter and author Mike Reid.

Known widely as 'The Laughing Chef', Mike has hosted and judged on major hit shows including *Five Star Chef* for Netflix, *Good Chef Bad Chef* for Network Ten in Australia and *Taste Test Restaurant* for Channel 5 in the UK, as well as appearing on *MasterChef* in the UK.

The agreement will see Banijay Rights manage, leverage and monetise the chef's content across Facebook, TikTok, and Instagram. It will also cover new original content for his YouTube channel.

Shaun Keeble, VP Digital, Banijay Rights, said: *"Mike Reid is an outstanding cooking talent who has built a fantastic and engaged following - we see real potential to grow his global social media presence strategically. He's a great addition to our talent portfolio and we can't wait to get cooking together."*

Mike Reid added: *"After 20 years cooking in kitchens around the world, this channel brings it all together — the techniques, stories, and food I love. Expect new recipes, masterclasses, and moments from my shows in the UK and Australia. Partnering with Banijay Rights, I can't wait to build a community of people who share that passion for food."*

Mike will join an already esteemed digital representation roster, which comprises fellow culinary personalities Mary Berry and Jeremy Pang, as well as US TV producer and creator Phil Rosenthal, who recently named Banijay Rights as a partner to expand his brand across YouTube.

Banijay Rights manages over 300 YouTube and social media channels for personalities including Sarah Millican, Joe Lycett, and Jimmy Carr, who is the UK's most subscribed to comedian on YouTube with close to 2 million subscribers. His recent YouTube-only-original *Jimmy Carr: Road Kill* and content strand *Jimmy Carr's Heckle Amnesties* have amassed over 400 million views.

Mike Reid is a popular chef, TV presenter, and cookbook author who thrives at the intersection of food, culture, and storytelling. Splitting his time between London and Melbourne, he brings a global perspective to everything he cooks. Having built a name for himself through his partake in countless cooking shows, he also uses his YouTube channel as a dedicated home for culinary content, teaching his viewers proper kitchen techniques and sharing his international recipes.

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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 during summer 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 Betclix 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 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, 30 formats active in more than 3+ territories.

A home for today's storytakers, 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).