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We may from time to time seek to retire or repurchase our outstanding debt through cash purchases in open market purchases, privately negotiated transactions or otherwise. Such repurchases, if any, will depend on market conditions, our liquidity requirements, contractual restrictions and other factors.



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# ■ Today's presenters



FRANÇOIS RIAHI CEO



SOPHIE KURINCKX-LECLERC CFO



# A G E N D A

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H1 2024 KEY HIGHLIGHTS

02



H1 2024 FINANCIAL RESULTS

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**APPENDIX** 



01

H1 2024 KEY HIGHLIGHTS





## ■ H1 2024 highlights

High single digit revenue, and double-digit adjusted EBITDA growth

Outstanding growth in online sports betting & gaming in Q2 2024 driven by a busy sports calendar

Content production & distribution performance reflecting strong anticipated seasonality effect with major show deliveries to come in Q4 2024

Production of landmark live events including ceremonies for UEFA Euro 2024 and Champions League Final, and the Vogue World show

Guidance confirmed for 2024: Adjusted EBITDA organic growth in low teens



### ■ H1 2024 solid results

REVENUE (1)

€2,093M

+8.6%

ADJUSTED EBITDA (1)(2)

€368M

+11.7%

ADJUSTED NET INCOME (2)

€191M

+13.9%

ADJUSTED FREE CASH FLOW (2)

€285M

77% cash conversion

LEVERAGE (2)

3.1x

stable vs end-Dec. 2023



<sup>(1)</sup> Growth at constant exchange rates

<sup>(2)</sup> Unchanged definition: refer to the Appendix

## Meeting the evolving demand of streaming platforms



### A win-win alliance with streamers to shape the future

#### **VALUE CHAIN EXTENSION**

on existing IP



#### **INCREASED LIFETIME**

of successful linear content



#### PREFERRED PARTNER

in unscripted expansion



# de pies)



## Live action TV series adaptation

Banijay Kids & Family with Will Ferrell as Executive producer

#### **NETFLIX**

### PEAKY BLINDERS



# Peaky Blinders movie adaptation

Full production control with the acquisition of BAFTAwinning Caryn Manderback Productions in June 2024

### prime

#### **FULL MOON**



# Upcoming film Full Moon on Amazon prime

Feature by NL Film, to be released in Dutch cinemas and on Prime Video

#### **NETFLIX**

#### **BUILDING THE BAND**



Upcoming exclusive music competition format

### prime

#### THE FIFTY



Second season of The Fifty in Germany



## Crafting the hits of tomorrow



#### RECENT SUCCESSFUL NEW LAUNCHES

### NETFLIX



Ripley
Global English Top 10<sup>(1)</sup>
36M hours viewed

### NETFLIX



Raising Voices
#1 Global non-English series(1)
#1 series in 42 territories(2)

# DISNEP-



**Shardlake** #1 show for its premiere



Three are the champions
#1 in its slot for the key
commercial demo & renewed
for a 2<sup>nd</sup> season



13 EMMY NOMINATIONS
July 2024

### AND STRONG PIPELINE OF UPCOMING NEW SHOWS

# **WABC**AUSTRALIA





**Headliners** 



Bergerac



Rien ne l'efface



Qui restera dans la lumière?



(1) For two weeks

(2) One week after its release

Established global actor at the forefront of major sports events

















### **UEFA CHAMPIONS LEAGUE 2024**

June 1st, 2024: Production of the final kick-off show at Wembley Stadium



### **UEFA EURO 2024**

June 14th, 2024: Production of the opening ceremony at Munich Football Arena

150M+

onscreen viewers

100+

performers

20M+

onscreen viewers

250+

performers

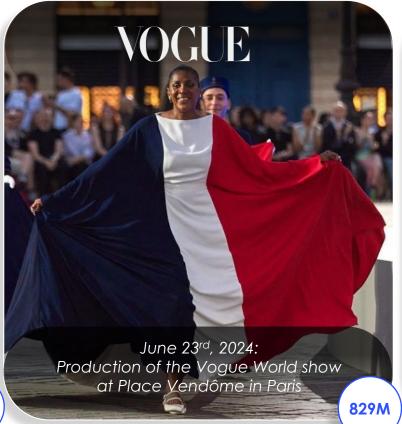


## Preferred partner for iconic luxury houses



# 338 events in H1 2024 THE INDEPENDENTS







New acquisitions by The Independents in H1 2024









■ Unmatched user experience driving massive growth in number of

Banijay Gaming

users & strong players' engagement





# DEPOSIT AVERAGE TIME 22s

25% faster EURO2024

# SETS PAID <30s

2x faster

### **MONEY TRANSFER**

to bank account











# Outstanding performance driven by market share gains across all products



REVENUE GROWTH(\*):

+42% vs H1 2023





**+29%** increase in revenue for Euro 2024 vs World Cup 2022

BUSY EVENTS CALENDAR LEADING TO UNIQUE ACTIVE PLAYER GROWTH:

+37% vs H1 2023

ENRICHED USER EXPERIENCE, ALIGNED WITH PLAYERS' SATISFACTION

### Online sportsbook



Enhanced **live betting** experience

Development of **prop bets** offering



Online casino, poker & turf

Introduction of a range of new features



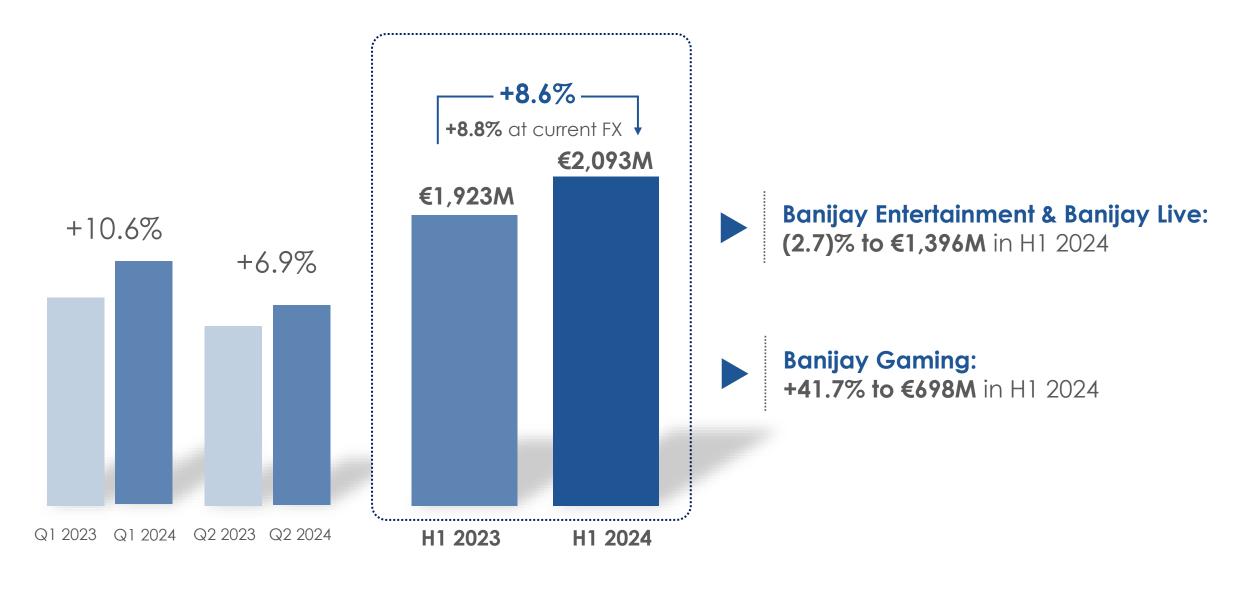
(\*) At constant exchange rates

O2
H1 2024
FINANCIAL RESULTS





### ■ H1 2024 revenue





% changes are at constant exchange rates

# ■ Adjusted EBITDA performance in H1 2024

In € million	H1 2023	H1 2024	% reported change	
Revenue	1,923.3	2,093.3	8.8% •	+8.6% at constant exchange rates
Total external and personnel expenses:	(1,584.4)	(1,709.7)	7.9% •	In line with revenue growth: higher sports betting taxes and marketing expenses at Banijay Gaming
External expenses	(993.5)	(1,099.7)	10.7%	
Personnel expenses excluding LTIP & employment-related earn-out & option expenses	(590.9)	(610.1)	3.2%	
Other operating income (loss) excl. restructuring costs & other non-recurring items	(11.5)	(14.1)	22.8%	
Depreciation and amortization expenses net of reversals related to fiction and other operational provisions	(0.0)	(2.0)		
Adjusted EBITDA	327.3	367.5	12.3% •	+11.7% at constant exchange rates
Adjusted EBITDA margin	17.0%	17.6%		



### ■ Consolidated P&L in H1 2024

In € million	H1 2023	H1 2024	% reported change
Adjusted EBITDA	327.3	367.5	12.3%
Adjusted EBITDA margin	17.0%	17.6%	
Restructuring costs and other non-recurring items	(9.5)	(26.3)	
LTIP expenses	(79.1)	(73.8)	•
Employment-related earn-out and option expenses	(9.0)	(22.3)	
Depreciation and amortization (excl. D&A fiction)	(60.3)	(61.8)	
Operating profit/(loss)	169.4	183.3	8.2%
Cost of net debt Other finance income/(costs) Net financial income/(expense)	(88.8) (58.2) <b>(147.0)</b>	(94.4) (28.6) <b>(123.0)</b>	•
Share of net income from associates & joint ventures	(1.3)	(2.5)	
Earnings before provision for income taxes	21.1	57.8	173.8%
Income tax expenses	(9.5)	(18.0)	040.09
Net income/(loss) for the period  Attributable to:	11.6	39.8	243.0%
Non-controlling interests Shareholders	5.3 6.3	5.2 34.6	
Restructuring costs and other non-recurring items	9.5	26.3	
LTIP & employment-related earn-out and option expenses	88.1	96.1	
Other financial income	58.2	28.6	
Adjusted net income	167.4	190.8	13.9%

In line with the Group's trajectory that LTIPs expenses total 10% on average of Adjusted EBITDA given the non-linear accounting methodology under IFRS accounts standards

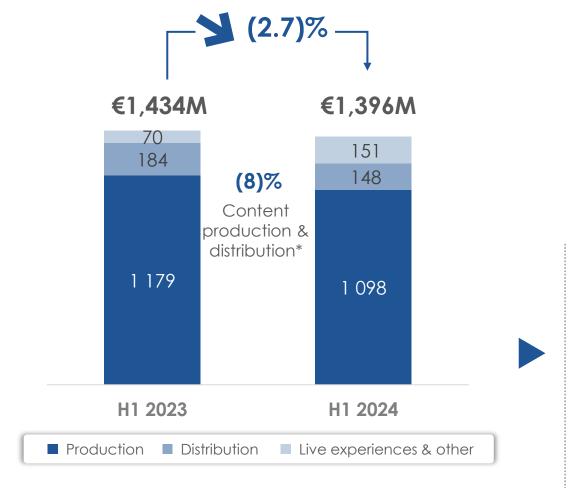
Change in fair value of the Put/Earn-out debt and other financial instruments, hedging instruments and currency impact

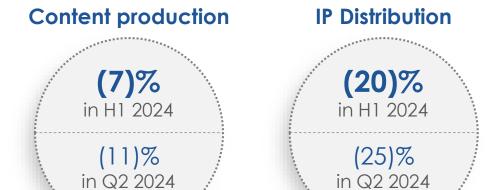


# Anticipated H1 2024 performance reflects amplified seasonality bias in 2024 with strong show deliveries in Q4









- Content production & distribution\*:
- In line with expectations in H1 2024
- Ongoing firm demand from streamers and linear broadcasters across all formats
- Strong show deliveries in Q4 2024 expected to generate organic revenue growth for FY 2024
- Live experiences & other: +114%, driven by the contribution of Balich Wonder Studio in H1 2024 (first consolidation in Q4 2023)

Banijay Group

<sup>\*</sup> At current exchange rates, excluding Balich Wonder Studio (consolidated as of Q4 2023)

## ■ Earnings and cash flow in H1 2024



€m	H1 2023	H1 2024	% reported change
Adjusted EBITDA	200.7	196.4	(2.1)%
Adjusted EBITDA margin (%)	14.0%	14.1%	
Сарех	(27.0)	(43.1)	
Total cash outflows for leases that are not recognised as rental expenses	(20.9)	(23.6)	
Adjusted free cash flow	152.7	129.8	(15.0)%
Change in working capital*	(64.2)	11.9	
Income tax paid	(18.6)	(32.5)	
Adjusted Operating free cash flow	70.0	109.1	55.8%

# Good level of operating free cash flow

• (2.2)% at constant exchange rates

• Increase in distribution advances

Adjusted free cash flow conversion: 66%

• Timing effect of shows production

Banijay Group

<sup>\*</sup> Excluding LTIP payment and exceptional items

# Outstanding performance across all activities boosted by busy sports calendar in H1 2024





### Sportsbook revenue



- Strong growth in Unique Active Players
- Reinforced leading positions in core markets and excellent performance in Ivory Coast
- Q2 2024 boosted by UEFA Champions League and UEFA Euro 2024
- Positive impact of enhanced user experience including upgraded Betclic app

### Casino, poker & turf revenue



- Positive trend in new Unique Active Players
- Strong growth in casino and poker, fueled by enriched offer
- Cross-selling strategy between sportsbook, casino / poker



# ■ Earnings and cash flow in H1 2024



# Very high Adjusted operating free cash flow

	H1 2023	H1 2024	% reported change
Adjusted EBITDA	130.2	176.4	35.5%
Adjusted EBITDA margin (%)	26.6%	25.3%	
Capex	(3.8)	(14.4)	
Total cash outflows for leases that are not recognised as rental expenses	(1.5)	(1.8)	
Adjusted free cash flow	124.9	160.1	28.2%
Change in working capital*	(5.1)	17.8	
Income tax paid	(34.3)	(18.4)	
Adjusted Operating free cash flow	85.5	159.5	86.5%

• 33.7% at constant exchange rates

• Higher proportion of IT costs capitalized

Adjusted free cash flow conversion: 91%

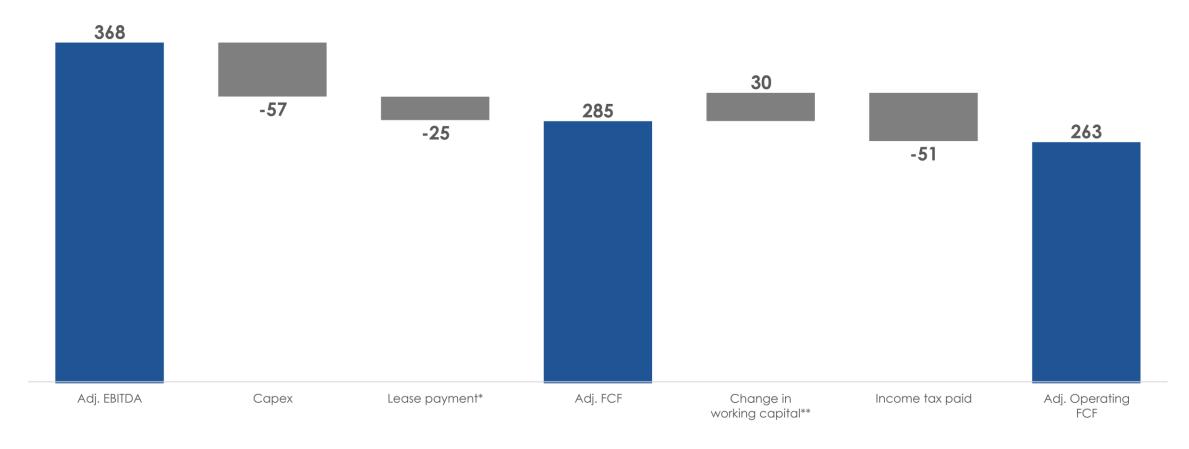
• Higher betting taxes and players liabilities



<sup>\*</sup> Excluding LTIP payment, exceptional items, trade receivables on providers and players' liabilities

# Cash-flow generation in H1 2024





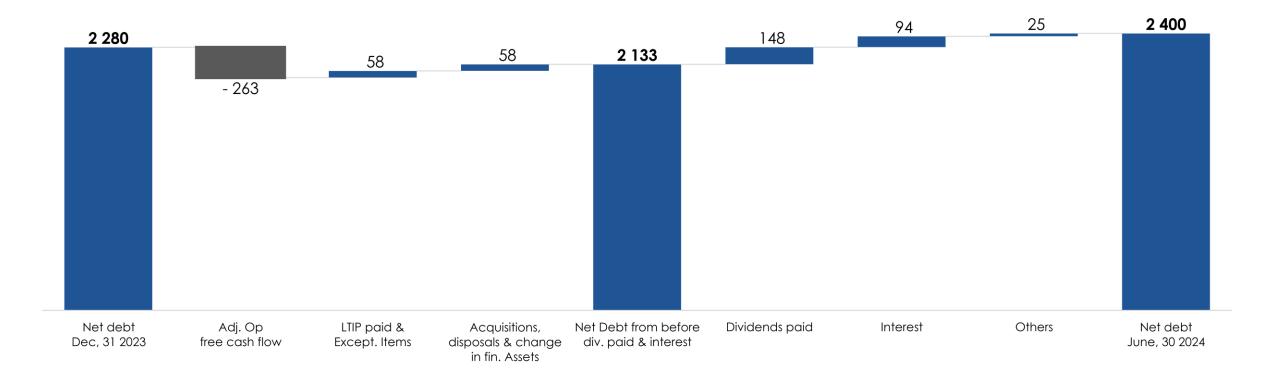
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<sup>\*</sup> Lease payment that are not recognized as rental expenses

<sup>\*\*</sup> Excludes LTIP payment, exceptional items, trade receivables on providers and players' liabilities

### Net debt variation

#### €m



€397M positive cash position / €175M undrawn secured credit line



CONCLUSION
& 2024 OUTLOOK





### Outlook for 2024



Busy sports event calendar



Strong pipeline of show deliveries in Q4 2024



Immersive shows, brand & destination experiences

Fall 2024 **Riyadh Season**  Marie-Antoinette (Canal+, France)
Carême (Apple TV+, France)
SAS Rogue Heroes (BBC One, UK)
The Rig (Amazon Prime, UK)
Rien ne t'efface (TF1, France)
Bergerac (UKTV, UK)
1992 (Netflix, Spain)

H1 2024

July 2024 - September 2024

**Olympic Games** 



### Conclusion & Outlook for 2024

Solid performance in H1 2024 driven by leading positions across all activities

### Good prospects in H2 2024

- Strong pipeline of scripted show deliveries in Q4 2024 expected to generate FY 2024 organic revenue growth at Content production & distribution\*
- Good pipeline of live shows in H2 2024
- Online sports betting & gaming: leverage on its positions in growing markets and capitalize on updated Betclic app

### Well on track to meet guidance for 2024:

Adjusted EBITDA organic growth in low teens



04
Appendices





# Glossary

Adjusted EBITDA for a period is defined as the operating profit for that period excluding restructuring costs and other non-core items, costs associated with the long-term incentive plan within the Group (the "LTIP") and employment related earn-out and option expenses, and depreciation and amortization (excluding D&A fiction net of reversals on non-recurring provisions). D&A fiction are costs related to the amortization of fiction production, which the Group considers to be operating costs. As a result of the D&A fiction, the depreciation and amortization line item in the Group's combined statement of income deviates from the depreciation and amortization costs in this line item.

**Adjusted net income**: defined as net income (loss) adjusted for restructuring costs and other non-core items, costs associated with the LTIP and employment related earn-out and option expenses and other financial income.

**Adjusted free cash flow:** defined as adjusted EBITDA adjusted for purchase and disposal of property plant and equipment and of intangible assets and cash outflows for leases that are not recognized as rental expenses.

Adjusted Operating free cash flow: defined as adjusted EBITDA adjusted for purchase and disposal of property plant and equipment and of intangible assets, cash outflows for leases that are not recognized as rental expenses, change in WC, and income tax paid.

**Net financial debt:** defined as the sum of bonds, bank borrowings, bank overdrafts, vendor loans, accrued interests on bonds and bank borrowings minus cash and cash equivalents, funding of Gardenia, trade receivables on providers, cash in trusts and restricted cash, plus players liabilities plus (or minus) the fair value of net derivatives liabilities (or assets) for that period. Net financial debt is pre-IFRS 16.

Leverage: Adjusted net financial debt / Adjusted EBITDA.

Number of Unique Active Players: average number of unique players playing at least once a month in a defined period.



# Consolidated revenue & Adjusted EBITDA by business

Revenue - In € million	Q1 2023	Q1 2024	% change	% constant currency	Q2 2023	Q2 2024	% change	% constant currency	H1 2023	H1 2024	cnanae	% constant currency
Production	553.0	541.4	(2.1%)	(2.3%)	626.3	556.1	(11.2%)	(11.0%)	1 179.3	1 097.5	(6.9%)	(6.9%)
Distribution	67.9	60.5	(10.9%)	(12.5%)	116.5	87.1	(25.2%)	(24.8%)	184.3	147.6	(19.9%)	(20.2%)
Live experiences & other	35.5	77.8	119.1%	117.7%	34.9	72.9	109.0%	109.4%	70.4	150.7	114.1%	113.8%
Banijay Entertainment & Live	656.4	679.7	3.5%	3.1%	777.6	716.1	(7.9)%	(7.7)%	1 434.0	1 395.8	(2.7)%	(2.7)%
Sportsbook	194.8	246.8	26.7%	25.5%	194.4	304.6	56.7%	55.8%	389.2	551.4	41.7%	40.6%
Casino	30.6	51.2	67.1%	67.0%	34.7	47.7	37.4%	37.3%	65.4	98.9	51.3%	51.2%
Poker	15.2	18.9	24.5%	24.5%	13.5	18.7	38.9%	38.9%	28.6	37.6	31.3%	31.3%
Turf	3.1	4.6	45.2%	45.3%	2.9	5.1	74.8%	74.8%	6.1	9.7	59.5%	59.5%
Banijay Gaming	243.8	321.5	31.9%	30.8%	245.5	376.1	53.2%	52.5%	489.3	697.6	42.6%	41.7%
TOTAL REVENUE	900.2	1 001.1	11.2%	10.6%	1 023.1	1 092.2	6.8%	6.9%	1 923.3	2 093.3	8.8%	8.6%

Adjusted EBITDA - In € million	H1 2023	H1 2024	% change	% constant currency
Banijay Entertainment & Banijay Live	200.7	196.4	(2.1)%	(2.2%)
Banijay Gaming	130.2	176.4	35.5%	33.7%
Holding	(3.5)	(5.2)	49.1%	
Adjusted EBITDA	327.3	367.5	12.3%	11.7%
Banijay Entertainment & Banijay Live	14.0%	14.1%		
Banijay Gaming	26.6%	25.3%		
Adjusted EBITDA margin	17.0%	17.6%		



# Adjusted free cash-flow and operating free cash-flow

In € million	H1 2023	H1 2024	% reported change
Adjusted EBITDA	327.3	367.5	12.3%
Capex	(30.8)	(57.4)	
Total cash outflows for leases that are not recognised as rental expenses	(22.4)	(25.4)	
Adjusted Free-cash-flow	274.1	284.7	3.9%
Change in working capital <sup>(1)</sup>	(69.3)	29.6	
Income tax paid	(53.5)	(50.9)	
Adjusted operating Free-cash-flow	151.3	263.3	74.0%



<sup>(1)</sup> Excluding LTIP payment, exceptional items cash-out, trade receivables on providers and players' liabilities

## Consolidated statement of cash-flows

In € million	H1 2023	H1 2024
Profit/(loss)	11.6	39.8
Adjustments :	309.0	299.5
Share of profit of associates and joint ventures	1.3	2.5
Amortisation, depreciation, impairment losses and provisions, net of reversals	60.6	69.5
Employee benefits LTIP & employment-related earn-out and option expenses	88.1	96.0
Change in fair value of financial instruments	31.0	18.5
Income tax expenses	9.5	18.0
Other adjustments	26.6	0.6
Cost of financial debt, lease liabilities and current accounts	91.9	94.4
Gross cash provided by operating activities	320.6	339.3
Changes in working capital	(108.4)	(20.2)
Income tax paid	(53.5)	(50.9)
Net cash flows provided by operating activities	158.7	268.2
Purchase of property, plant and equipment and of intangible assets	(31.0)	(57.5)
Purchases of consolidated companies, net of acquired cash	(5.5)	(33.6)
Investment in associates and JV	(12.6)	(7.3)
Increase in financial assets	(95.4)	(17.5)
Disposals of property, plant and equipment and intangible assets	0.2	0.1
Proceeds from sales of consolidated companies, after divested cash	0.0	(2.2)
Decrease in financial assets	6.6	33.2
<u>Dividends</u> received	0.1	0.2
Net cash provided by/(used for) investing activities	(137.6)	(84.7)
Change in capital	(0.0)	11.7
Dividends paid	(148.1)	(148.0)
Dividends paid by consolidated companies to their non-controlling interests	(17.3)	(17.7)
Transactions with non-controlling interests	-	(0.3)
Proceeds from borrowings and other financial liabilities	362.4	60.2
Repayment of borrowings and other financial liabilities	(114.6)	(69.5)
Other cash items related to financial activities	0.0	0.1
Interest paid	(91.2)	(105.7)
Net cash flows from (used in) financing activities	(8.8)	(269.2)
Impact of changes in foreign exchange rates	(28.2)	19.3
Net increase (decrease) of cash and cash equivalents	(15.9)	(66.4)
Cash and cash equivalents at the beginning of the period	479.4	462.9
Cash and cash equivalents at end of the period	463.5	396.5



## Consolidated balance sheet

In € million	31 December 2023	30 June 2024
ASSETS		
Goodwill	2 834.0	2 871.4
Intangible assets	204.7	245.1
Right-of-use assets	149.2	148.1
Property, plant and equipment	70.6	67.3
Investments in associates and joint ventures	31.7	42.6
Non-current financial assets	228.5	179.6
Other non-current assets	36.9	36.7
Deferred tax assets	58.4	71.1
Non-current assets	3 614.0	3 661.9
Inventories and work in progress	678.1	819.1
Trade receivables	588.9	529.7
Other current assets	357.6	390.0
Current financial assets	30.2	46.1
Cash and cash equivalents	464.2	397.2
Current assets	2 119.0	2 182.1
TOTAL ASSETS	5 733.0	5 844.0

In € million	31 December 2023	30 June 2024
EQUITY AND LIABILITIES		
Share capital	8.1	8.1
Share premiums, treasury shares and retained earnings (deficit)	(35.8)	(126.0)
Net income/(loss) - attributable to shareholders	60.8	34.6
Shareholders' equity	33.0	(83.3)
Non-controlling interests	20.2	18.3
Total equity	53.2	(65.0)
Other securities Long-term borrowings and other financial liabilities Long-term lease liabilities Non-current provisions Other non-current liabilities Deferred tax liabilities	139.4 2 551.9 126.1 34.3 352.5 7.9	139.4 2 445.6 119.9 32.7 409.7 6.9
Non-current liabilities	3 212.1	3 154.2
Short-term borrowings and bank overdrafts Short-term lease liabilities Trade payables Current provisions Customer contract liabilities Other current liabilities  Current liabilities	358.3 41.8 709.7 13.5 750.0 594.3 <b>2 467.7</b>	490.2 46.5 660.0 17.6 934.1 606.5
TOTAL EQUITY AND LIABILITIES	5 733.0	5 844.0



## ■ IFRS consolidated net financial debt

In € million	31 December 2023	30 June 2024
Bonds	1 284.2	1 298.3
Bank borrowings and other	1 437.3	1 458.7
Bank overdrafts	1.5	0.7
Accrued interests on bonds and bank borrowings	37.2	28.2
Vendor loans	143.5	147.7
Total bank indebtedness	2 903.7	2 933.6
Cash and cash equivalents	(464.2)	(397.2)
Financial assets	(79.7)	(82.5)
Trade receivables on providers	(60.8)	(79.0)
Players' liabilities	50.2	60.0
Cash in trusts and restricted cash	(31.0)	(0.3)
Net cash and cash equivalents	(585.5)	(499.0)
Net debt before derivatives effects	2 318.2	2 434.6
Derivatives - liabilities	6.4	2.1
Derivatives - assets	(44.6)	(36.4)
Net debt	2 280.0	2 400.4



# Banijay Entertainment: net financial debt as at 30 June 2024

Net financial debt - In €m	31 Dec. 2023	30 June 2024
At Banijay Entertainment level:		
Total Secured Debt (OM definition)	1 988	2 049
Other debt	326	355
SUN	409	409
Total Debt	2 722	2 812
Net Cash and equivalent	(368)	(277)
Total net financial debt	2 354	2 535
Total net financial debt (excl. Earn-out & PUT)	2 534	2 535
EO & PUT	178	199
Total net financial debt (incl earn-out & PUT)	2 532	2 734
Ratios at Banijay Entertainment level:		
Leverage Ratio, as presented	4.49	4.87
Adjusted Leverage Ratio, as presented	4.82	5.25
Senior secured net leverage ratio	3.43	3.85
Cash conversion rate:		
Cash conversion rate – Banijay Entertainment definition*	73%	68%

31 Dec. 2023	30 June 2024
2 354	2 535
(32)	(30)
-	0
(155)	(154)
2 167	2 352
(38)	(33)
2 129	2 318
	2 354 (32) - (155) 2 167 (38)

Banijay Group

<sup>\*</sup> Based on free cash flow as defined as follows: Adjusted EBITDA + change in working capital – income tax paid – capex

### Banijay Group Contact and Financial Agenda

#### INVESTOR RELATIONS

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#### STOCK INFORMATION

ISIN code: NL0015000X07

Bloomberg: BNJ NA

Reuters: BNJ AS

#### FINANCIAL AGENDA

**Q3 2024 results:** 7 November 2024

#### BANIJAY GROUP WEBSITE

Please, visit our website

https://group.banijay.com/

