



MEDIAWAN ANNOUNCES COMBINATION WITH LEONINE, ONE OF THE LARGEST INDEPENDENT STUDIOS IN THE GERMAN-SPEAKING MARKET

April 29, 2024

- **Combination Creates One of Europe's Premier Independent Studios with Global Presence Across 13 Countries, 85 Labels, a Catalogue of ~30,000 Hours of Premium Content and Revenue Exceeding €1 Billion.**
- **Entry Into the Highly Attractive German-Speaking Market for Audiovisual Content.**
- **Further Diversification of Mediawan Across Geographies, Customers, Genres and Business Segments.**

Paris and Munich, April 28th, 2024 - **Mediawan** and **Leonine Studios** ("Leonine") today announced the signing of a definitive agreement for Leonine to combine forces with Mediawan in an all-stock transaction. The combination will foster even closer collaboration between the businesses and establish Mediawan as a premier studio with a global presence across 13 countries, 85 labels, a catalogue of ~30,000 hours of premium content and revenue exceeding €1 billion. Mediawan and Leonine first partnered in 2020 when Mediawan acquired a c. 25% stake in Leonine, resulting in successful cooperation between the two companies since.

The transaction will allow Mediawan to complete its European footprint with the addition of the attractive German-speaking region, the second largest market in Europe for audiovisual content. Furthermore, the combination will further deepen Mediawan's talent bench in scripted content production with the addition of the award-winning production labels of Leonine to Mediawan's network of international producers coordinated by Elisabeth d'Arvieu, CEO of Mediawan Pictures. In addition, Leonine will diversify Mediawan's operations across geographies, customers and business segments, including through the addition of Leonine's extensive catalogue, including rights to over 4,000 titles, alongside its growing audio and audiovisual distribution business.

Leonine was founded in 2019 by Fred Kogel and his management team with financial support from KKR^[1] and Atwater Capital^[1] through acquiring and merging TMG, Universum Film, i&u TV and Wiedemann & Berg Film, followed by W&B Television, SEO Entertainment, hyperbole, BeetzBros Film Production and Toon2Tango. In just five years, Leonine has grown into one of the largest integrated independent production, distribution and licensing companies in the German-speaking market, attracting some of the most successful talent and production labels in the region. Leonine has produced and co-produced internationally successful and critically acclaimed titles such as *The Lives of Others*, *School of Magical Animals*, *Dark*, *The Gryphon*, *Crooks*, *Juan Carlos - Downfall of The King*, and *The Cleaners*, and owns rights to blockbuster titles such as the *John Wick* franchise, *Hunger Games - The Ballad Of Songbirds and Snakes*, *Knives Out*, *Everything, Everywhere All At Once* and *The Zone of Interest*.

This combination follows Mediawan's strategy of creating a truly pan-European studio with increasingly global presence, dedicated to attracting the best creative talent and delivering premium content across the globe. The group's presence now spans 13 countries including France, Germany, Italy, Spain, Scandinavia, Benelux, and the UK in Europe, alongside operations in Africa, Asia, and the US. Mediawan is the creative engine and producer behind some of the world's most iconic IPs and successes, including *Call My Agent*, *Miraculous Ladybug*, *Rhythm and Flow France*, *Three Body Problem*, *The Agency*, *Super/Man: The Christopher Reeve Story*, *IPH*, *One Day*, and *Bob Marley: One Love*.

With the direction of Pierre-Antoine Capton as group CEO, Fred Kogel will lead operations in the German-speaking regions alongside the existing Leonine management team and will join Mediawan's executive committee. Mediawan is controlled by its co-founders Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, with financial backing from KKR^[1] and other long-term partners.

Pierre-Antoine Capton said: *"With the addition of Leonine Studios, we have achieved an important milestone in Mediawan's strategy to create a pan-European studio with a strong presence in all key markets. I am delighted to welcome Fred Kogel and the entire Leonine team who have built a leading independent studio over the years – together, we will become an even more attractive platform for creative talent and strengthen our position as a leading studio for premium content across all genres."*

Fred Kogel added: *"Within five years we have built the leading integrated independent media group in the German-speaking region and a home to some of the best talent in the industry. This is a testimony to the hard work and commitment of all Leonine employees over the years. Our combination with Mediawan to create a pan-European powerhouse is the next step and will bring exciting benefits to our valued partners and customers in Germany, the US and beyond. I look forward to executing on our ambitious growth strategy alongside Mediawan, Leonine's great management team and our dedicated employees."*

Philipp Freise, Co-Head of European Private Equity at KKR, noted: *"It has been an absolute pleasure backing Pierre-Antoine Capton and Fred Kogel in building two of Europe's independent audiovisual content powerhouses. KKR's investments in Mediawan and Leonine follow a long history of investing behind exceptional entrepreneurs in talent - and IP - centred businesses. We look forward to continuing to work closely with Pierre-Antoine Capton and Fred Kogel as Mediawan enters the next phase in its impressive growth trajectory."*

Completion of the transaction remains subject to obtaining antitrust clearance from the competent authorities in Germany and Austria, as well as certain other regulatory approvals.

[1] Affiliated funds advised by KKR and Atwater Capital, respectively.

About Mediawan - mediawan.com

Created in late 2015 by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, Mediawan is one of the premiere independent European studios producing audiovisual content. The Group brings together best-in-class talents in audiovisual creation by operating on the entire value chain: production of drama, unscripted, documentary, cinema and animated original content, thanks to over 70 production labels worldwide (Mediawan Studios), distribution of audiovisual content (Mediawan Rights) and publishing of channels and digital services (Mediawan Thematics) as well as the development and production of digital content (Mediawan Digital).

About LEONINE Studios - leoninestudios.com

LEONINE Studios is Germany's leading independent media company – the one stop shop for premium content. We partner with outstanding talent to create content that inspires audiences around the world.

Together, the LEONINE Studios companies produce, co-produce, distribute and license premium content – covering the entire value chain of the content business. We produce films, series and content for social media – from entertainment to infotainment, fiction and non-fiction.

LEONINE Studios' production companies are led by award-winning producers and creative partners – including the premium production brands beetz brothers film production | hyperbole | i&u TV | Madame Zheng Production | Odeon Fiction | SEO Entertainment | W&B Television | Wiedemann & Berg Film | Toon2Tango.

LEONINE Studios distribution and licensing brings content to theaters, home entertainment, television and streaming networks, and social media channels. Our market-leading license library includes programs in all formats and genres.

LEONINE Studios is an independent company, making premium content available to all players in the industry.

About KKR - kkr.com

KKR is a leading global investment firm that offers alternative asset management as well as capital markets and insurance solutions. KKR aims to generate attractive investment returns by following a patient and disciplined investment approach, employing world-class people, and supporting growth in its portfolio companies and communities. KKR sponsors investment funds that invest in private equity, credit and real assets and has strategic partners that manage hedge funds. KKR's insurance subsidiaries offer retirement, life and reinsurance products under the management of Global Atlantic Financial Group. References to KKR's investments may include the activities of its sponsored funds and insurance subsidiaries. For additional information about KKR & Co. Inc. (NYSE: KKR), please visit KKR's website at kkr.com. For additional information about Global Atlantic Financial Group, please visit Global Atlantic Financial Group's website at www.globalatlantic.com.

Contacts

Quitterie Lemasson - Head of Communication Mediawan - qlemasson@mediawan.eu

Caroline Guillot - Head of Communication Mediawan Pictures - c.guillot@mediawan.eu

Henriette Gutmann - SVP Corporate Communication & Sales Marketing, LEONINE Studios - communication@leoninestudios.com

Annabel Arthur - Head of EMEA Corporate Communications at KKR - annabel.arthur@kkr.com