

Bpifrance to invest €50M to contribute to the building of a pan-European leader in audiovisual content production and distribution, thereby strengthening Mediawan's French shareholder base

Paris, 22 September 2020 - Bpifrance will invest €50 million in TopCo Breteuil, the holding company of BidCo Breteuil, which has initiated the tender offer on Mediawan and driving consolidation projects with players in the sector¹

This transaction is subject to the success of the tender offer on the Mediawan shares not held by the founders of Mediawan and MACSF. The deal is also subject to obtaining approvals from the competent regulatory authorities.

Based in France, Mediawan is one of Europe's leading independent premium content studios, present across the entire value chain from fiction, documentary, and animation production to distribution and publishing of digital channels and services. After making numerous acquisitions in France, then in Italy and Spain, the Group aims to become a major player in the consolidation of the content sector in Europe.

This transaction will enable Bpifrance to participate in the financing of the operations launched on 22 June 2020. These include in particular the tender offer on Mediawan initiated by the founders of Mediawan, MACSF and KKR through BidCo Breteuil, as well as various acquisitions such as the purchase of the audiovisual activities of the Troisième Oeil Group.

Bpifrance's acquisition of a stake in TopCo Breteuil will strengthen the Group's French shareholder base. As a minority shareholder, Bpifrance will have a seat on the Group's governance bodies.

"This operation is part of Bpifrance's core strategy to support companies of key strategic interest to the country that are developing strong international ambitions, while maintaining a strong foothold in France. We seek to contribute towards the development of a powerful ecosystem in the audiovisual production sector of French companies on a European scale." **stated Nicolas Dufourcq, Managing Director of Bpifrance.**

"We are delighted by the interest shown by Bpifrance, a leading institutional investor in French companies, and are pleased to now count them among our investor base. This confirms the continued relevance of our model and our ambitions." commented **Pierre-Antoine Capton**, Chairman of the Management Board of Mediawan.

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¹ Troisième Oeil Group, partial contribution of Leonine to BidCo Breteuil, acquisitions of Lagardère Studios and Good Mood by Mediawan



About Bpifrance

Bpifrance's equity investments are handled by *Bpifrance Investissement*. Bpifrance finances companies at every stage of their development through loans, guarantees and equity capital. Bpifrance supports them in their innovation projects and internationally. Bpifrance also ensures their export activity through a wide range of products. Consulting, university, networking, and acceleration programmes for start-ups, SMEs, and mid-caps are also part of the offer for entrepreneurs. Thanks to Bpifrance and its 50 regional offices, entrepreneurs have the advantage of a close, dedicated, and efficient contact to help them face their challenges.

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