

[27.07.22] **PRESS RELEASE**

TF1 GROUP ANNOUNCES THE SALE OF ITS 70% STAKE IN YKONE TO FUTURE TECH RETAIL

TF1's stake in YKONE, the international influencer marketing agency, has been acquired by Future Technology Retail (FTR), a technology and retail solutions investment company.

Further to the press release of 21 July 2022, the TF1 Group today announced that it has finalised the sale of Ykone, the international marketing agency, to Future Technology Retail.

Created in 2008 and integrated in the TF1 Group from 2018, the YKONE agency has expanded from its initial presence in France to 12 countries across the world to become today one of the leading players in the sector. YKONE is currently present in Paris, Milan, Geneva, Berlin, Munich, Las Vegas, Miami, Dubai, Abu Dhabi, Riyadh, Jeddah, Hong Kong, Bangalore, Tunis and Shanghai.

Whilst expanding geographically, YKONE has also extended its services by developing a technological offering CAMPAYGN, acquiring influencer network BOLD MANAGEMENT and by launching the ODDLY ENOUGH production company. YKONE recently acquired German agency COVER, after having acquired Milanese agency BALDI in 2021, rounding out its European presence. It now employs a staff of more than 150 and supports around 50 major groups in their social media and influencer strategies.

Specialist in luxury, beauty and travel, YKONE supports leading global brands in their influencer marketing campaigns. The sector is enjoying very strong growth and benefits from growth in advertising spend on social media. Since 2020, the company has doubled its revenue each year.

For Olivier Billon, founder of YKONE: *"Within the TF1 Group, we benefited from exceptional support which enabled us to transform from a local player to a global leader. With TF1, YKONE has stepped up its growth and also diversified its businesses. Growth prospects are exciting, and we are delighted to have the financial and commercial support of FTR to further propel our growth in a region that offers tremendous potential for our business."*

Olivier Billon and the management team will continue to hold a significant equity interest in the business and will remain heavily involved in driving its growth and profitability.

About the TF1 group:

The TF1 group is a major player in the production, publication and distribution of content.

Our raison d'être: to positively inspire society.

Our operations are split between two divisions:

The Media division is home to: our five free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our four theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); our on-demand content platforms (MYTF1, TFOU MAX and



Salto); our iconic digital brands (including Marmiton, aufeminin, Doctissimo and Les Numériques); and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One. The Production division, with Newen Studios, is home to 40 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public service and private-sector broadcasters to online platforms. The TF1 group has operations in 20 countries, and employed 3,380 people as of 31 December 2021. In 2021, the TF1 group generated revenue of €2,427 million (Euronext Paris, compartment A: ISIN FR0000054900).

About Ykone:

Founded in 2008 in Paris, the Ykone agency is currently present in Europe, Asia and the US, and has become one of the best international influencer marketing agencies. For almost 15 years, Ykone has been a pioneer in its sector, designing ever-more ambitious campaigns for brands in luxury goods, beauty, fashion and travel sectors as well as for major consumer goods brands. The agency's customers include L'Oreal, LVMH, Chopard and Nespresso. Ykone joined the TF1 Group in 2018.

About the Future Technology Retail (FTR):

Future Technology Retail (*Future Retail for Information Technology Company*) is a wholly owned subsidiary of BinDawood Holding, one of the leading grocery retail operators in the Kingdom of Saudi Arabia. Established in January 2022, with a mandate to capitalize on tech related investment opportunities in the retail sector. FTR announced the signing of a definitive agreement in March 2022 to acquire a majority stake in International Applications Trading Company (IATC), the company which developed and manages BinDawood Holding's Danube and BinDawood ecommerce channels.

FTR is a wholly owned subsidiary of the leading Saudi retailer, BinDawood Holding. The Ykone acquisition is being made through FTR's French subsidiary company.

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