

Paris, 16 December 2024, 8:55 a.m.

Shares start trading in Louis Hachette Group, leader in publishing, travel retail and media in France and abroad

Louis Hachette Group today announced the admission of its ordinary shares to trading on Euronext Growth (Paris), the multilateral trading facility operated by Euronext Paris SA, under the ticker symbol “ALHG” and ISIN code FR001400TL40.

This marks a first major milestone for Louis Hachette Group, following the successful demerger from Vivendi.

Named in direct reference to publishing and travel retail pioneer Louis Hachette, the new company brings together the publishing, distribution and media assets previously held by Vivendi SE, namely a 66.53% stake in Lagardère SA and a 100% stake in Prisma Media.

With some 32,500 employees in more than 40 countries, Louis Hachette Group is a diversified global player whose purpose is to support the strategic development of the following complementary businesses, all leaders in their respective fields:

- **Lagardère Publishing**, the world’s third-largest publishing group for the general public in the trade and educational markets, and the leader in France, with more than 200 imprints and over 15,000 new titles published each year in a dozen languages.
- **Lagardère Travel Retail**, the world’s third-largest travel retail merchant and number one in France, with more than 5,120 stores in over 290 airports and 700 urban and mainline train stations.
- **Prisma Media**, the French leader in magazines and digital press, with a portfolio of over 40 leading titles including *Femme Actuelle*, *Télé Loisirs*, *Voici*, *Capital*, *GEO* and *Harper’s Bazaar*.
- **Lagardère’s media and entertainment activities**, which include iconic media brands such as *Elle*, *Le Journal du Dimanche* and Europe 1, legendary venues (Folies Bergère and Casino de Paris) and a premium sports club (Lagardère Paris Racing).

The new entity will give each of these businesses greater agility to leverage their full growth potential and capitalise on new opportunities in their respective markets, thereby maximising value creation for all Louis Hachette Group stakeholders.

Jean-Christophe Thiery, Chairman and Chief Executive Officer of Louis Hachette Group, said: *“In bringing together a group of innovative leaders in their respective fields, Louis Hachette Group is shaping the future of publishing, travel retail and media. We are now looking ahead to new challenges and opportunities to ensure strong, lasting growth for all Louis Hachette Group’s activities, with the aim of creating even greater value.”*

Arnaud Lagardère, Chairman and Chief Executive Officer of Lagardère SA, commented: *“I’m delighted to have witnessed the creation of Louis Hachette Group. This new company has all the qualities needed to drive the development of the Lagardère group’s businesses and strengthen their global leadership positions. I would like to thank the directors and shareholders of Lagardère SA for the confidence they have shown in this new venture – especially the Bolloré family with whom we are building closer ties thanks to this transaction.”*

Claire Léost, Chair of Prisma Media, added: *“This is an historic day for Prisma Media. Louis Hachette Group is offering Prisma Media the opportunity to pursue its digital transformation and to strengthen its position as a leading media group in print and digital. I would like to thank the Vivendi group for making this new project possible, creating value for all Prisma Media’s stakeholders.”*

Key dates

16 December 2024	Ex-dividend date for Vivendi shares Listing date – Start of trading of the Louis Hachette Group ordinary shares on Euronext Growth (Paris) on an “if-and-when-delivered” (conditional upon delivery) basis
17 December 2024	Record date for the Louis Hachette Group partial demerger
18 December 2024	Settlement date – Settlement and delivery of the Louis Hachette Group shares to the shareholders of Vivendi entitled to receive them pursuant to the Louis Hachette Group partial demerger Settlement of transactions in Louis Hachette Group ordinary shares carried out on 16 December 2024 Start of ordinary trading on Euronext Growth (Paris)

Investor calendar

- Thursday, 13 February 2025: Full-year 2024 results.
- Friday, 25 April 2025: First-quarter 2025 revenue.
- Tuesday, 29 April 2025: Annual General Meeting.

About Louis Hachette Group

Louis Hachette Group, which owns 66.53% of Lagardère SA and 100% of Prisma Media, is a global group with some 32,500 employees in more than 40 countries. It is a leading and diversified player in the fields of publishing, travel retail and media:

- Lagardère Publishing, the world's third-largest publishing group for the general public in the trade and educational markets, and the leader in France: Books (paper, digital and audio formats), Partworks, Board Games, Premium Stationery.
- Lagardère Travel Retail, the world's third-largest travel retail merchant and number one in France: Travel Essentials, Duty Free & Fashion, and Dining.
- Prisma Media, the French leader in magazines and digital press, with a portfolio of over 40 leading titles.

The Group also carries out other activities in the media and entertainment space with Lagardère News (press and the Elle brand licence), Lagardère Radio (radio and advertising sales brokerage), Lagardère Live Entertainment (performing arts) and Lagardère Paris Racing (sports club).

In 2023, Louis Hachette Group's activities generated revenue of €8,390 million.

The company is listed on Euronext Growth (Paris) (ALHG/FR001400TL40).

For more information, visit <https://www.louishachettegroup.com/en>

Disclaimer

This press release has been prepared by the Company in connection with the admission to listing and trading of Louis Hachette Group ordinary shares on Euronext Growth (Paris), a multilateral trading facility of Euronext Paris (the "**Admission**"). Unless otherwise stated, capitalised terms used in this press release have the meanings ascribed to them in the Information Document prepared by the Company for the purposes of the Admission.

This press release is not a prospectus or other offering document for the purposes of Regulation (EU) 2017/1129 of 14 June 2017 (as amended, the "**Prospectus Regulation**"), or Regulation (EU) 2017/1129 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 (as amended, the "**UK Prospectus Regulation**"), and the partial demerger of Vivendi, including the allocation of ordinary shares of the Company to Vivendi SE's shareholders as part of the Vivendi demerger, is expected to be carried out in circumstances that do not constitute an "offer of securities to the public" within the meaning of the Prospectus Regulation or the UK Prospectus Regulation.

Readers are invited to read the Information Document prepared by the Company for purposes of the Admission. Euronext only reviewed the completeness, consistency and comprehensibility of the Information Document in accordance with the rules of Euronext Growth. This review of the Information Document should not be understood as an endorsement of the ordinary shares of the Company admitted to listing and trading on Euronext Growth (Paris) or of the quality of the securities underlying the Information Document.

Any potential investors should make their investment solely on the basis of information contained in the Information Document. Potential investors should read the Information Document before making an investment decision in order to fully understand the potential risks and rewards associated with the decision to invest in the Company's ordinary shares.

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Vivendi SE and the Company have not and will not register any of their respective securities under the US Securities Act of 1933, as amended (the "**Securities Act**"), or conduct a public offering of any of their respective securities in the United States in connection with the Vivendi demerger, and the securities of Vivendi SE and the Company have not been and will not be registered under the Securities Act and any such securities may not be offered or sold in the United States without registration under the Securities Act or an available exemption therefrom.

This press release is directed solely to persons in the United Kingdom who (i) have professional experience in matters relating to investments, such persons falling within the definition of "investment professionals" provided in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "**Financial Promotion Order**") or (ii) are persons falling within Article 49(2)(a) to (d) of the Financial Promotion Order or (iii) other persons to whom an invitation or inducement to engage in investment activity (within the meaning of Section 21 of the Financial Services and Markets Act 2000) may lawfully be communicated or caused to be communicated, (all such persons together being referred to as "**relevant persons**"). This press release is directed only to relevant persons and must not be acted on or relied on by persons who are not relevant persons.

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