



CANAL+ AND AMAZON FIRE TV ANNOUNCE AN ENHANCED COLLABORATION IN EUROPE

CANAL+, the global media and entertainment group, and Amazon Fire TV today announced a new strategic collaboration spanning multiple European countries. The agreement is built around an enhanced cooperation between CANAL+ and Amazon, enabling deeper integration of the CANAL+ App across Fire TV devices.

The agreement covers France, Poland, Austria, the Netherlands, Romania, Slovakia, the Czech Republic, Switzerland, Hungary and Belgium, combining Amazon's scale and experience in entertainment with the strength and diversity of CANAL+'s premium content offering with the aim of accelerating distribution across Fire TV devices, improving content discoverability and strengthening user engagement.

In addition to this expanded collaboration across CANAL+'s European territories, CANAL+ France and Amazon are taking their collaboration a step further with the launch of a limited-time commercial bundle offer. Starting on June 23, customers purchasing an eligible Amazon Fire TV device on Amazon.fr will receive one month of CANAL+ included. This promotional offer aims to make it even easier for customers to discover and enjoy CANAL+'s content on Fire TV devices.

This new collaboration reflects both companies' shared commitment to delivering meaningful value to their customers. Combining CANAL+'s world-class content offering with Amazon's device footprint and distribution capabilities, CANAL+ and Amazon will leverage their respective strengths to help customers more easily discover and enjoy the full breadth of content available on the CANAL+ App. The collaboration is designed to enhance the experience of CANAL+'s over 18 million subscribers across Europe, deepen engagement among existing customers and introduce CANAL+ to new audiences across the region.

Philippe Schwerer, EVP Industrial Partnerships & New Business, CANAL+, comments: *"We are pleased to take our collaboration with Amazon to the next level. This new agreement goes beyond our existing collaboration by enabling deeper integration and new commercial initiatives across several European markets. By combining CANAL+'s premium content with Amazon's scale, we aim to accelerate growth and reach new audiences."*

Jon Kirk, Vice President, Content Applications & Partner Engagement, Amazon Devices and Services, adds: *"With nearly 300 million Fire TV devices sold worldwide, we are always looking to bring our customers new ways to discover the content that they love. This enhanced collaboration with CANAL+ does exactly that, offering our European customers greater value and a seamless way to discover."*

ABOUT CANAL+

CANAL+ is a global media and entertainment company with leading positions in Europe and Africa. Over 40 million subscribers enjoy the CANAL+ entertainment platform, which brings together the best local and global films, live sport, TV series and much more. CANAL+ operates in over 70 countries and has approximately 15,000 employees.

CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. In addition to its Pay-TV and streaming operations in Europe, Africa and Asia, the combined group includes: **MultiChoice Group**, Africa's leading entertainment platform; **STUDIOCANAL**, Europe's leading film and television studio, with worldwide production and distribution capabilities; **Dailymotion**, a major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetisation; **CANAL+ Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; telecommunication services, through **GVA** in Africa and **CANAL+ Telecom** in the French overseas jurisdictions and territories.

CANAL+ also has minority stakes in **Viaplay** (Scandinavia's leading entertainment provider), **Viu** (a leading OTT provider in Southeast Asia), and **UGC**, a leading French cinema group.

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