

MEDIAGENIX AND BEBANJO JOIN FORCES TO EXPAND GLOBAL PRODUCT LEADERSHIP IN MEDIA BUSINESS MANAGEMENT SOLUTIONS

Tuesday July 5th, 2022

On 5 July 2022 MEDIAGENIX announced the acquisition of BeBanjo, a leading technology company that streamlines the editorial and operational aspects of video distribution services with its Movida product suite.



This brings together the best-in-class scheduling & programming solution with the best-in-class cloud-native VOD scheduling & planning solution in one portfolio. The combined companies and solutions will strengthen each other in delivering content-centric business management software to the full spectrum of media operators, ranging from broadcasters who are increasingly monetizing their content through a variety of new distribution models, up to the streaming-centric market segments where VOD-first solutions are critical for success.

Key points

- The acquisition generates a broad solution portfolio combining the WHATS'ON Media Business Management Platform with BeBanjo's best-of-breed Movida VOD-first solution.
- Media operators streamlining their digital content supply chain will enjoy an even wider choice between a fully integrated enterprise solution and dedicated modules.
- The combination reinforces the capabilities of the MEDIAGENIX Group to answer the need of media operators for agile, flexible and rapidly evolving software.

The acquisition is a logical step for MEDIAGENIX as a global media business and technology innovator, which enriches its solution portfolio and anticipates media companies' need for greater agility, scalability, and

efficiency. MEDIAGENIX and BeBanjo together will be better able to help clients engage target audiences, minimize OPEX and maximize content ROI.

MEDIAGENIX and BeBanjo share an impressive customer base of iconic media brands who can now enjoy the benefits of the breadth and reliability of the WHATS'ON platform in combination with the best-of-breed VOD-first solution Movida.

François Chabat, CEO of BeBanjo, commented: "I am excited that BeBanjo is joining the MEDIAGENIX organization. MEDIAGENIX will provide BeBanjo with the required expertise and resources – particularly in terms of global reach and commercial capabilities – to accelerate our future growth. MEDIAGENIX also brings its outstanding experience and deep integration in complex media workflows. And we are proud to bring our strategic and product development expertise, as well as an additional set of cloud-native solutions, to the MEDIAGENIX organization. The joined-up product offering will open new possibilities and return increased value to our customers. And I am delighted by the cultural fit, shared values and shared outlook of BeBanjo and MEDIAGENIX. BeBanjo's clients and employees will benefit from us joining a major player."

"I am very enthusiastic to welcome the BeBanjo team in these exciting times where the media business is in the middle of a revolution", said Fabrice Maquignon, CEO of MEDIAGENIX. "I strongly believe having BeBanjo's professionals on board will be of great added value to us leading the technology transformation of media operations worldwide. We have the same customer and product focus, working in an environment of open communication and shared values. BeBanjo's renowned technological know-how and unique expertise have allowed them to develop innovative and competitive cloud-native solutions for their clients. Together we will bring even more value to our clients by optimizing their content supply chain orchestration, improving their return on investment, and contributing to their profitability and success."

About BeBanjo

BeBanjo is a technology company that develops tools for managing the editorial and operational sides of video distribution services. Some of the most successful media companies in the world – such as WarnerMedia, BBC Studios, and ITV – trust their products at the heart of their operations. BeBanjo's software lets them create schedules and plans, and to manage workflows, rights and metadata for their linear and non-linear channels – simply and efficiently. BeBanjo has 36 team members. Offices are located in Madrid, London and Los Angeles.

More details on our website: www.bebanjo.com

About MEDIAGENIX

MEDIAGENIX offers modular software solutions that enable customers to better engage their audiences, contain costs, and optimize content ROI. More than 150 media companies across the globe rely on WHATS'ON to achieve a lean content supply chain with streamlined content, rights, and planning workflows that are unified across all delivery platforms, including VOD and Linear. Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, and video service providers. Together they manage a total of more than 2,500 channels and services.

More details on our website: www.mediagenix.tv

About Sofindev

Sofindev is a leading independent private equity firm, specialised in buyout and growth capital for small and mid-sized companies in the Benelux region. Sofindev was founded in 1991 by Sofina and Colruyt, two prominent family-controlled publicly listed groups. Throughout the years, Sofindev has evolved into a fully independent investment team supported by a large number of respected family offices and (international)

institutional investors. Amongst them are also the entrepreneurs and owners of family businesses which Sofindev invested in in the past.

The Sofindev funds have made equity investments of more than 300 MEUR in more than 50 small and medium sized companies. Currently, the Sofindev Management team manages the Sofindev IV fund (°2015) with committed capital of 107 MEUR and Sofindev V fund (°December 2019), with total commitments of 170 MEUR. Just like Sofindev IV, Sofindev V realises equity investments in successful Benelux based SMEs, in partnership with the entrepreneurs and management teams of these companies, to support their further growth.

More details on our website: www.sofindev.com

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