



[15.11.22] **PRESS RELEASE**

MYTF1 MAX ROLLS OUT ON CONNECTED TVS WITH SAMSUNG

From November 15, MYTF1 MAX will be available on Samsung Smart TVs. At a time when connected TV is growing rapidly in France (with nearly 1 in 2 households owning a Smart TV), the agreement signed with Samsung Electronics France is in line with the TF1 group's strategy to make its content accessible on all media and to support the changing video consumption habits of the French.

Owners of Samsung Smart TV will be able to subscribe - via the application store - to MYTF1 MAX offer, giving them access to all TF1 group's programmes (live TV channels, thousands of hours of content in replay for up to 30 days, previews) without commercial break and in superior quality (HD) for greater viewing comfort.

Owners of Samsung Smart TV will also be able to benefit from MYTF1's AVOD offer free of charge: a rich and premium catalogue (4,900 hours of content, 250 programmes, 8,000 episodes) including:

- **A premium cinema catalogue: American romantic comedies:** *Love at first sight in Manhattan, Sleepless in Seattle*; **horror films:** *Remember last summer 1 and 2, Insidious the last key, Hollow Man*; **action films:** *Ghostbusters (2016), In the line of fire, Faster, Pixels*; **comedies:** *Raid Dingue, Ace Ventura, Very Bad Cops, Chef*; **French films:** *7 jours pas plus, Les Gorillas, Caprice...*
- **International dramas:** *Mad Men, The Tudors, Cashmere Mafia, Melrose Place, Heartbreak High, BayWatch...*
- **French dramas:** *Sous le soleil, La vengeance aux Yeux Clairs, RIS Police Scientifique, Le Mystère du Lac, Le tueur du Lac, Peur sur le Lac, Doc Martin, Clara Sheller...*
- **Manga:** *Naruto, Naruto Shippûden, Naruto: Boruto Hunter X Hunter, Detective Conan...*

With the launch of MYTF1 MAX, Samsung Smart TVs once again offer an intuitive, simple and fast experience by offering premium content from TF1 group. This performance is the result of Samsung's desire to innovate and always offer the latest services available, and 95% of owners are satisfied with their Samsung Smart TV.

¹ Application available on Samsung smart TVs from models marketed in 2018 and accessible for free in the Samsung TV application store.

² source " GFK - REC Tech study: French household equipment - 2nd quarter 2022.

³ MYTF1 MAX is available for €2.99 per month without commitment and €29.99 per year, subject to change.



About the TF1 group

TF1 group is a global player in the production, publication and distribution of content. Our ambition is to use our content to positively inspire society.

Our operations comprise:

. Broadcast, with 5 free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), 4 theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), 3 on-demand content platforms (MYTF1, TFOU MAX and Salto), and the TF1 PUB advertising airtime sales house.

. Production, via Newen – home to more than 30 labels in France and around the world.

. Digital, via our web natives activities and high-powered digital communities including Aufeminin, Marmiton, Doctissimo and My Little Paris.

. Music and Live Shows.

TF1 group has operations in more than 20 countries and nearly 3,700 employees. In 2021, the Group generated revenue of €2,427.1m (Euronext Paris, compartment A: ISIN FR0000054900).

About Samsung Electronics Co, Ltd.

Samsung is inspiring the world and shaping the future with innovative ideas and technologies. The company is reinventing the world of television, smartphones, connected objects, tablets, digital devices, networking, storage, LSI, foundry and LEDs. Find all announcements and press content on the newsroom news.samsung.com.

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Legal information: Télévision Française 1 – TF1 société anonyme with capital of €42,097,127.

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