

[22.07.22] **PRESS RELEASE**

THE TF1 GROUP IS BACK AS THE EXCLUSIVE PARTNER OF "LES BLEUS" UNTIL 2028!

THE TF1 GROUP IS RENEWING AND STRENGTHENING ITS LONG-TERM PARTNERSHIP WITH THE FRENCH FOOTBALL FEDERATION AND UEFA

The TF1 Group is very pleased to announce a wide partnership with the French Football Federation and UEFA, through the acquisition of a series of rights, linear and non-linear, supplemented by numerous editorial enhancements that mark the Group's desire to strengthen its coverage and adapt it to new uses.

- Exclusive acquisition from UEFA of all the rights to the matches of the French national team: UEFA Nations League, friendly matches, UEFA Euro 2024 qualifiers, the FIFA 2026 World Cup qualifiers and UEFA Euro 2028 qualifiers.
- Acquisition of the exclusive free-to-air rights to the UEFA Euro 2028's 25 best matches.
- Enhancement of the partnership with the French Football Federation giving access to never-before-seen and inside the team footage with the aim to produce series and documentaries around "les Bleus".

This new and balanced agreement creates incremental value for all stakeholders, and reflect the strong ambition of the TF1 Group to offer, free-to-air and exclusively, the biggest sporting events.

This partnership also reflects the Group's attachment to the French football team and seals a new partnership with the French Football Federation aim to increase "les Bleus" exposure and storytelling towards the French public. In addition to "inside" footage to bring viewers closer to "les Bleus", the agreement will allow the TF1 Group to produce series and documentaries around the life of the French team for linear and digital exploitation.

For Gilles Pélisson, CEO of the TF1 Group: *"It has never been so important to offer the French public unencrypted access to the biggest sporting events with the widest possible coverage and on all channels. TF1's ambition is to help strengthen social ties and bring all generations together around the most popular team sport in France. The TF1 Group has therefore chosen to engage with the French Football Federation and UEFA in a strategic, innovative and long-term partnership. With the French Football Federation, we have the common desire to offer unequalled influence to the French team, World Champion. The TF1 Group is the home of "les Bleus"!*



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 Group generated revenue of €2,427m (Euronext Paris, compartment A: ISIN FR0000054900).

<https://groupe-tf1.fr/>

TF1 Group Contacts

Maylis Carçabal – VP Communication & Brands – mcarcabal@tf1.fr – +33 (0)6 63 59 87 05

Sophie Danis – Communication – Programmes, Business & CSR – sdanis@tf1.fr – +33 (0)6 22 47 56 52

Coline Pechère – Corporate Communications – cpechere@tf1.fr – +33 (0)6 26 07 68 52