

PRESS RELEASE

EMG AND GRAVITY MEDIA COMBINE FORCES

New venture forms an unprecedented partnership in the world of global media production and broadcasting

Thursday 11th January 2024 - The Boards of Directors of EMG, one of the leading global providers of broadcast services and media solutions for live sports, entertainment and events, and Gravity Media, a global provider of complex live creative production and media services, today confirmed the completion of a definitive agreement to combine their businesses.

The combination of their complementary businesses creates one of the world's largest and most significant broadcast technology and production companies. By aligning their strengths, expertise, and resources, the enlarged group will deliver an unparalleled range of media services and solutions to clients worldwide.

The new venture, which will be formally named in due course, will have significant global capability, including more than 100 outside broadcast trucks and flypacks and 40 studios and production facilities across Europe, the Middle East, United States, and Australia, which will be part of the new global business. The business will have 30 offices across 12 countries, with a total of 2,000 permanent employees and access to a global network of freelance personnel.

The combination will deliver broadcast, technology, production, and post-production solutions across many of the world's most-watched live events and entertainment programmes, working with the world's most renowned production houses and broadcasters.

The group will be led by Shaun Gregory, the current CEO of EMG, as its Global Chief Executive Officer. John Newton, Founder, CEO and majority shareholder of Gravity Media, will be appointed Executive Chairman of the new combined group. Both Shaun Gregory and John Newton will join the main Board of the newly combined group, joining EMG's existing shareholders PAI Partners, Ackermans & Van Haaren, Watchers & Co and Banijay. TowerBrook Capital Partners, which currently has a significant shareholding in Gravity Media, will retain a stake in the combined group. John Newton will maintain his significant interest in the combined entity, of which PAI Partners will be the majority shareholder.

John Newton, Founder & Chairman of Gravity Media, said: "This is the right time to bring together EMG and Gravity Media to create a truly global production and media services business. This combination will allow us to play an increasingly important role for our customers and our people. Together, the group will offer new products, new services and enter new markets. I look forward to working with Shaun and the broader team to grow this exciting new business."

Shaun Gregory, CEO of EMG, said: "This is a pivotal day for the industry, as we bring together two powerhouses to create a truly global business. Both John and I believe this industry needs entities with significant global capability, that are prepared to invest. Our vision is to create a world-class business that sets new industry standards and can seamlessly enter and grow new markets. This is a fantastic opportunity, which in turn gives our customers the best solutions and quality they rightly demand. We'll be able to invest in global platforms, end-to-end production and, of course, the best people. We're looking forward to getting started!"

EMG was advised by Société Générale and Crédit Agricole CIB. Moelis & Company provided advisory services to Gravity Media on the transaction.

Today's announcement follows the satisfaction of regulatory and other required conditions.

About the EMG / Gravity Media combination

The combination will deliver broadcast, technology, production, and post-production solutions across many of the world's most-watched live events including UEFA EUROs, FIFA World Cup, Summer and Winter Olympics, Roland Garros, ATP Tour, Giro d'Italia, Tour de France, Formula E, the V8 Supercar Championship, the Australian Open and US Open Tennis, plus major entertainment series including local versions of The Masked Singer, I'm A Celebrity... Get Me Out of Here!, The Traitors and Love Island, and big events like the BAFTA Awards, post-production services for The Crown, and state events like the Coronation of King Charles III.

About EMG

Founded in the early 1990s, EMG (formerly known as Euro Media Group) embarked on a remarkable journey in the media industry. From its beginnings as a production services provider in France, EMG swiftly evolved into a leading force, expanding its services across Europe with companies like United and Cinevideogroep in The Netherlands, CTV and Telegenic in the UK, Videohouse in Belgium, 3Zero2 in Italy and Nobeo in Germany. In 2021 all major companies in the group rebranded to EMG. With a strong focus on innovation and client satisfaction, EMG established itself as a trusted partner for live events, broadcast production, and post-production.

Today, EMG continues to thrive, leveraging cutting-edge technology and an extensive network of professionals to deliver exceptional media experiences. With its unwavering commitment to excellence, EMG remains at the forefront of the industry, shaping the future of media production and continuing to exceed expectations. www.emglive.com

About Gravity Media

Gravity Media is a global media production, creative service, and facilities company with a 30-year pedigree. Formed through the collaboration of four established broadcast and production houses - Gearhouse Broadcast, HyperActive Broadcast, Input Media, and Chief Entertainment - Gravity Media brings together a network of global talent and expertise. Its mission is to optimize facilities, workflows, and content for productions of all types and scales worldwide. With a modular and integrated approach, Gravity offers customizable solutions, whether a single service or a complete end-to-end solution is required.

With over three decades of experience, founder John Newton has consistently demonstrated a remarkable ability to identify industry trends and drive innovation. Fuelled by a relentless passion for excellence and a forward-thinking mindset, Newton founded Gravity Media in 2000, setting out to revolutionize the media landscape. Under his guidance, Gravity Media has grown into a global powerhouse, combining the expertise of multiple established companies, and providing a comprehensive suite of services. www.gravitymedia.com

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