



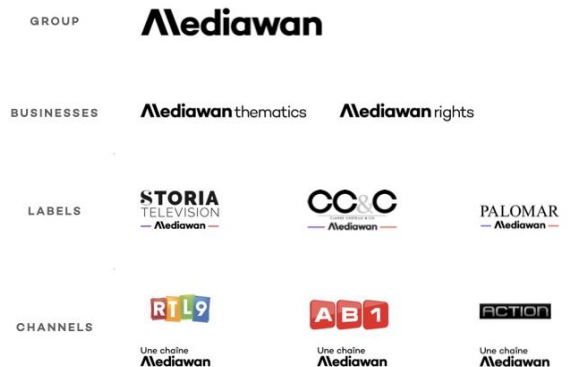
Mediawan

Press Release

Mediawan gets a makeover with a new brand identity and launches a new exclusive screening & distribution platform

Paris, June 3, 2020 – Mediawan, one of the main independent European studios of audiovisual content, is unveiling a **new brand identity** today to support its Group integration and is launching a **new exclusive screening & distribution platform for broadcasters** everywhere globally.

Designed with Dragon Rouge, Mediawan's new brand identity will allow the Group to amplify the visibility of its brand in France and internationally, but also to clarify its business organisation. It relies on a **new logo**, elegant and sober. The brand signature "**moving creativity**" echoes Mediawan's mission and dynamics: bringing together best-in-class talents in audiovisual creation to **produce, distribute and broadcast tomorrow's hits, as a source of collective emotions**, everywhere globally. The graphic design proposed by Dragon Rouge visually conveys that positioning around emotion thanks to the ultraviolet and infrared colours, located on both ends of the colour spectrum. The brand architecture also allows each of the Mediawan's brands (production labels and channels) to thrive within the Group in a consistent manner.

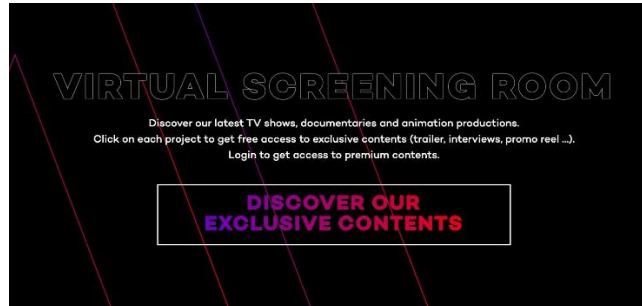


Besides its redesigned website www.mediawan.com and [a new corporate video](#), Mediawan is also launching today a **new exclusive screening & distribution platform** meant for content acquisition professionals of traditional and non-traditional broadcasters everywhere globally, to allow them to watch the flagship programmes produced or distributed by Mediawan: <http://screenings.mediawan.com>. In the current health context, this platform is an innovative vector to reinforce the Group's close connections with its partners and facilitate discussions in the absence of physical events. Indeed, flagship series with a high international potential like "**Wonderland**", "**Moloch**", "**The Luminaries**", or Palomar's "**The War is Over**" which was a great success on RAI, but also premium documentaries like "**Heroes**", will be available for exclusive screenings in a secure space, and buyers will also be able to discover projects in production like "**Pinocchio & the Enchanted Village**", produced by ON kids & family, or in development like "**Big Five**", produced by Mai Juin Production. A large number of contents will also be freely accessible to the public: talent and director interviews, promo reels, clips,...



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In addition, the Mediawan channels (Mediawan Thematics) are launching a platform for TV guide press, operators and partners, so they can check out the highlights of the channels, TV listings, and download visuals of the programmes: <https://pressroom.mediawan.com>

About Mediawan - mediawan.com

Created in late 2015 by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, Mediawan soon became one of the main independent European studios producing premium content. Mediawan brings together best-in-class talents in audiovisual creation by operating on the entire value chain: production of drama, documentary and animated original content (Mediawan Originals and Mediawan Animation), distribution of audiovisual content (Mediawan Rights), and publishing of channels and digital services (Mediawan Thematics). Mediawan currently gathers 29 production labels.

Eligible to PEA-PME – ISIN code: FR0013247137/Ticker: MDW .

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