



Press release
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PARAMOUNT+ AND THE CANAL+ GROUP ANNOUNCE THE EXTENSION AND STRENGTHENING OF THEIR PARTNERSHIP IN FRANCE

Partnership includes the distribution of Paramount+ to all CANAL+ subscribers, and nine Paramount linear channels, as well as the acquisition of premium Paramount content exclusively for CANAL+ Group channels and services

NY/Paris, August 21, 2024 – Paramount+, the premium streaming service from Paramount Global (NASDAQ: PARA, PARAA), and Canal+ Group, one of the leaders in content creation and distribution in the world, today announced the expansion and strengthening of their partnership in France. This strategic collaboration aims to expand the distribution of Paramount+ and its premium content in France, enriching the value proposition of CANAL+ subscribers.

Through this extended deal, CANAL+ subscribers can access Paramount at no additional cost, whatever subscription plan they have, starting from August 20. As part of the extended agreement, all Paramount+ content is now accessible directly on myCANAL and CANAL+ universe on its decoders and all partners' set top boxes.

In addition, the extension of this partnership allows the CANAL+ Group to continue the distribution of all of Paramount's pay television channels, MTV, Nickelodeon, Nickelodeon Junior, Nickelodeon Teen, Paramount Channel, Game One, J-One and Comedy Central, and to continue to exclusively acquire premium content for its channels and services, including Paramount Pictures films premiering for CANAL+ six months after their theatrical release in France and at least two SHOWTIME series per year for CANAL+.

This strengthened partnership ensures also the complete Canal+ subscriber base can enjoy the incredible content and library from Paramount+, including outstanding scripted series such as LANDMAN, TULSA KING, LIONESS, STAR TREK, and acquisitions like THE WALKING

DEAD: DARYL DIXON season 2. Paramount+ also offers movies like MISSION: IMPOSSIBLE: – DEAD RECKONING and TRANSFORMERS: RISE OF THE BEASTS, as well as French and international originals like ZORRO, ANYWHERE, and the best content for kids such as PAW Patrol and SpongeBob SquarePants, among others.

"We are delighted to reinforce and expand our already robust relationship with Canal+, one of our key international partners," announced **Marco Nobili, Executive Vice President and International General Manager, Paramount+**. "This new partnership broadens the reach of Paramount+ to all Canal+ direct-to-consumer subscribers, enabling us to more than double our market penetration via Canal+ Group's platforms, solidifying our position as the fourth largest service in France, reaching more than 15 percent of homes in France*," Nobili stated. "This renewed agreement also expands our collaborations across various business areas, including linear distribution and licensing, while we prepare for future streaming growth with the launch of the Paramount+ advertising tier in France."

Pascale Chabert, Director of Content Acquisitions, Main Partners of the CANAL+ Group,

added: "We have just reached a new milestone in the historic partnership of more than 30 years between Paramount and CANAL+. The CANAL+ Group is very pleased to offer access to Paramount+ content to all of its subscribers in France. Paramount is the most emblematic studio in Hollywood and Paramount+ is one of the main platforms in the market. This expanded partnership constitutes another step in the CANAL+ Group's desire to aggregate the best content and applications in the market."

*Source: Omdia, Advanced TV, NPA Conseil-Harris Interactive.

ABOUT PARAMOUNT+

Paramount Global (NASDAQ: PARA, PARAA) is a leading global media and entertainment company delivering quality content and experiences to audiences around the world. Through its studios, television channels and streaming services, Paramount Global brings together iconic consumer brands such as CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster. The group enjoys the largest share of the US TV audience and holds one of the largest TV and film catalogues in the sector. In addition to streaming services and innovative video products, Paramount Global has strong production, distribution and advertising solutions capabilities.

ABOUT CANAL+ GROUP

CANAL+ Group, a subsidiary of Vivendi, is a leader in the creation and distribution of content in the world, with a presence in more than 50 countries and nearly 7,600 employees on every continent. CANAL+ Group has 26.4 million subscribers worldwide, including 17.1 million in Europe, 8.1 million in Africa and 1.2 million in Asia-Pacific. It is the largest shareholder in MultiChoice, the leader in pay-TV in English and Portuguese-speaking Africa; Viaplay, the Scandinavian leader in pay-TV and streaming; and is also a shareholder in Viu, a leading Asian streaming business. CANAL+ Group

invests 3.5 billion euros in content every year, making the group a key player in sport (main funder in France of football and rugby, and the leading partner of UEFA and the EPL internationally), films (leading funder in France and Poland), series (including more than 50 original series per year in over 15 languages) and entertainment (documentaries, comedy, shows). CANAL+ Group offers over 2,000 channels, including 130 produced in-house. In addition to content creation and its own channels, CANAL+ Group acts as an aggregator or both linear channels global streaming services including, Netflix, Disney+, Paramount+, Apple TV+ and Max. With the support of its subsidiary STUDIOCANAL and its network of 14 production companies, including 13 in Europe and one in the United States, CANAL+ Group is the leading producer and distributor of feature films and TV series in Europe. It holds a catalogue of nearly 9,000 titles from more than 60 countries, including those of Orange Studio following the acquisition of OCS by CANAL+ Group. CANAL+ Group is an innovative, technology-based company, with a leading direct to consumer digital offer via its CANAL+ /myCANAL app, which is deploying internationally at an accelerating rate and currently has a presence in more than 40 countries and territories. canalplusgroup.com/en

Press Contact Paramount Global

Marion Sénéchal

+33 6 20 07 37 78

marion.senechal@paramount.com

Antoine Banet-Rivet

+33 (0)6 21 72 35 27

antoine@mondayconseil.com

Press Contact Groupe CANAL+

Olivia Abehassera

01 71 35 19 66

olivia.abehassera@canalplus.com