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Luther Assists in Creation of Mediawan Alliance

Dusseldorf – Luther advised French media group Mediawan on a complex transaction: The three founders of Mediawan are creating Mediawan Alliance as controlling shareholders while the financial investor KKR will take the position of a minority shareholder. Mediawan Alliance will initiate a take-over bid on the securities of Mediawan (other than those already held by the founders) and a minority stake in German Leonine Group will be contributed to Mediawan Alliance. Luther advised on such contemplated acquisition of a minority share in Leonine group as well as on regulatory filings.

Leonine was formed by KKR in early 2019 and is led by well-known media manager Fred Kogel. Since its formation Leonine has acquired a number of German TV content production companies such as Tele-München Group, Universum Film, production company W&B as well as Günther Jauch's business I&U TV, thereby creating in a very short time period a leading player in audiovisual content in Germany. With a similar approach Mediawan has formed a network of audiovisual content companies in France and other European countries.

Mediawan and Leonine are two leading independent production and distribution groups in France and Germany. Both have a recognized expertise in content production across all types and formats. They benefit from long-standing relationships with local stakeholders across the value chain (broadcasters, cinemas, streaming platforms, etc.).

The transaction is subject to customary regulatory approvals.

The mandating by Mediawan underpins Luther's recognition as a leading independent German law firm with a strong M&A practice. In a well-established network with foreign independent law firms Luther's M&A team regularly advises on complex cross-border transactions. On this transaction Luther closely cooperated with French law firm

Racine (advising Mediawan on the transaction in France) and the German offices of tax firm WTS.

For Mediawan:

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Brief Profile Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm, which was named “Law Firm of the Year 2019” by the German legal published JUVE, employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with ten of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther’s lawyers and tax advisers have a solid understanding of interdisciplinary

matters and a wealth of experience in collaborating on complex tasks. Further information is available at: www.luther-lawfirm.com

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