

Press Release

Red Arrow Entertainment Group Teams up with US Production Company Band of Outsiders

Munich, July 7, 2016. Red Arrow Entertainment Group has invested in Band of Outsiders, a US production company for broadcast, digital and sponsored entertainment. The deal further strengthens Red Arrow's footprint in digital content production and English-speaking markets.

Band of Outsiders (BOO) is based in Los Angeles and founded by CEO Jay Faires. The company partners with leading entrepreneurs, scalable platforms and nascent networks. BOO develops, produces and distributes premium content with companies including Galore Media, a content creator reaching 40 million of gen Y&Z women daily, and Seed & Spark, the most successful film and television crowdfunding platform with distribution in 100 million homes. Other projects currently in development include "Dope Nation", a show that will change the conversation around big pharma, and "American Hate", a factual series that explores the immigration crisis through the rehabilitation of hate-based extremist in America. BOO thus operates across the four quadrants of linear TV, mobile, branded entertainment and international platforms.

Jan Frouman, Chairman & CEO of Red Arrow Entertainment Group, said: "Our deal with Band of Outsiders is part of an ongoing strategy to thoughtfully and deliberately expand our presence in the US content market. Jay is a pure entrepreneur. Anyone who spends 30 minutes with the guy will see that. He's got great things brewing in linear, digital and branded. We like the idea of joining forces with him at the earliest stage. We think this can be a very cool partnership."

Jay Faires, CEO of Band of Outsiders, added: "It's been fun getting to know Jan and his Red Arrow and ProSiebenSat.1 executive team. It's probably the deepest diligence we've ever done on a company and the more we learn, the more we like them. Creative always leads with them, but it's backed up by strong processes and a team that adds value and has a deeply entrepreneurial spirit. This partnership will undoubtedly strengthen Band of Outsiders' slate of projects

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and I'm very excited to be partnering with Red Arrow as they continue to grow in North America.”

Red Arrow Entertainment holds a minority stake in Band of Outsiders. Red Arrow International will distribute the projects internationally.

Band of Outsiders is a further step in strengthening Red Arrow's global digital presence. In 2015, the Group already launched Ripple Entertainment, a digital media company based in Los Angeles.

Red Arrow was advised by Stella Capital Advisors and Milbank. Band of Outsiders was advised by DC Media Ventures and Thompson Coburn LLC.

Red Arrow Entertainment Group

Red Arrow Entertainment Group is comprised of 18 production companies across 7 countries, alongside global distributor Red Arrow International. The Group's significant production output includes scripted, non-scripted and factual television programs; feature films; and digital content for an array of global networks and platforms.

In addition, the Group has creative partnerships and joint ventures with Studio71, STV Productions, The Imaginarium Studios and Sync Media. Red Arrow Entertainment Group is part of ProSiebenSat.1 Media SE, one of Europe's leading media groups.

For more information about Red Arrow Entertainment Group, please visit:
www.redarrow.tv