

Racine advises Mediawan on the acquisition of a majority stake in ON Entertainment

Racine advises Mediawan for the final agreements in connection with the acquisition of a majority stake in ON entertainment, a live and animated movies production company.

With this strategic acquisition, Mediawan partners with the European leader in the production of animated content, by integrating the 'kids & family' animation business of ON, as well as the live sector 'Chapter 2', the subsidiary behind the franchise 'Papa ou Maman' and the feature film 'Le Prénom'.

The co-founders of the group, Aton Soumache and Dimitri Rassam, retain their involvement and join in Mediawan to further the development of the group in France and abroad.

The transaction should be finalized within the coming weeks, closing being subject to the lifting of the usual condition precedents for this type of transaction.

Since its creation, the ON Entertainment produces major international audiovisual creations by capitalizing on both a strong portfolio of pre-existing brands based on classical works from European and international cultural heritage (*The Little Prince, Playmobil, Robin Hood, Peter Pan, Tall Tales, Little Nick, Chaplin, Iron Man*) and innovative original creations with substantial global potential thanks to its unique know-how (*Miraculous Ladybug, Zak Storm, Seven & me, Mune, etc.*).

After its recent acquisitions (AB Group and CC&C in 2017, and Europa Corp's television business and the Makeover Group in 2018) and with this new operation, Mediawan confirms its position as a major European player in creation and production.

For this operation, the Racine team consisted of:

- Bruno Cavalié and Maud Bakouche, partners, assisted by Arnaud Estève, Elena Pintea and Elodie Dupuy in the M&A aspects;
- Fabrice Rymarz, partner, assisted by Jérémie Yéni in the tax aspects;
- Barna Evva, partner, assisted by Hélène Payen in the financial aspects;
- Frédéric Broud, partner, assisted by Fabien Pomart, Counsel, in the social law aspects.

Elsa Huisman and Benjamin Giniez, partners in the law firm 111 Avocats, assisted by Gabrielle Christiansen and Clément Walckenaer, intervened alongside Racine on the intellectual property aspects and related contracts.

ON Entertainment and its co-founders were advised by the firm Ayache Salama.