



PRESS RELEASE

Paris, 08 July 2022

Hoche Avocats advised the BeBanjo group's shareholders in the context of its acquisition by Mediagenix' group

BeBanjo is a technology company developing tools for managing the editorial and operational sides of video distribution services and has as clients some of the most successful media companies in the world - such as WarnerMedia, BBC Studios, and ITV.

Based in Belgium, Mediagenix is a global provider of broadcast management software, managing the multi-platform business for more than 100 of the world's largest television and media companies in the world.

With the acquisition of BeBanjo, Mediagenix capitalizes on complementary expertise and technologies to accelerate the establishment of a global leadership position in content supply chain management.

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Legal counsel to BeBanjo: **Hoche Avocats** – Jean-Luc Blein (Partner), Didier Fornoni (Partner) and Nicolas Guerry (Associate)

Legal counsels to Mediagenix: **Bignon Lebray** – Alexandre Ghesquière (Partner) and Sébastien Roy (Associate); **Stibbe** (Belgium) – Dries Hommez (Partner), Margaux Beyer (Associate) and Riet Devriendt (Associate)

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About Hoche Avocats:

Hoche Avocats is an independent, multidisciplinary French law firm founded more than 30 years ago.

The firm has nearly 80 lawyers and legal professionals from various backgrounds, including some twenty partners, who work on a daily basis in a national and/or international context to provide their clients with tailor-made support and legal advice in the major areas of business law and more particularly in mergers and acquisitions.

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