



FENIX ENTERTAINMENT S.p.A.

FENIX ENTERTAINMENT AND ADRIAN SEXTON SIGN A MULTI-YEAR STRATEGIC AGREEMENT FOR INTERNATIONAL GROUP DEVELOPMENT

Rome, September 22, 2023 – Fenix Entertainment S.p.A ("Fenix"), (Ticker FNX), a company listed on the Euronext Growth Milan multilateral trading system and active in the production of film and television content, as well as in the music, marketing, and advertising fields, is pleased to announce the signing of a three-year agreement with Adrian Sexton, a manager and consultant with over two decades of experience in the distribution, sales, and marketing of film products in leading global companies such as Endemol and Lionsgate. Adrian specializes in marketing, sales, and distribution strategies in the entertainment industry, including film studios, broadcasters, streaming platforms (OTT), and various related sectors. Adrian will assume the position of "Head of Global Strategy" as a freelance advisor.

Fenix will benefit from high-value strategic services aimed at creating new growth opportunities and developing strategic partnerships in the North American, European, Asia-Pacific, and Latin American markets, thereby increasing the production of international content. Adrian's responsibilities will include sourcing new film and television titles and managing and developing technological partnerships to introduce complementary production startups to expand the technical offerings of the group's controlled companies under the Laser brand.

Fenix Entertainment is excited to welcome Adrian Sexton to the team and to begin this strategic partnership that will contribute to the enhancement and international growth of the company.
