

PRESS RELEASE

Seven.One Studios establishes production company for creator content / First production is the new season of the Joyn hit "THE RACE"

- **Thomas Münzner takes over management**
- **The focus of the new production company studio flitz is on the development, production, and evaluation of creator content**
- **Joyn benefits from fresh creator content**

Munich, August 27, 2025. Seven.One Studios is founding a new production company: studio flitz will focus on the development, production, and exploitation of creator content for streaming providers and social media. In addition, it will acquire creator content for ProSiebenSat.1 and, in particular, the streaming platform Joyn. Thomas Münzner will be the Managing Director.

Henrik Pabst, CEO Seven.One Studios: "Creator content is a rapidly growing segment and continues to establish itself among viewers. With Joyn, we have the perfect platform to offer these programs to a broad audience, especially young target groups — and the outstanding success of 'THE RACE' impressively confirms this strategy. Thomas recognized this trend early on and has been very successful in establishing and expanding it on Joyn for years. With his expertise and network, he is our ideal candidate to continue our growth."

The most successful creator format on Joyn is "THE RACE." The adventure show was produced in seasons one and two by creator David 'Dave' Henrichs for Joyn and YouTube. Seven.One Studios, together with studio flitz GmbH, is now taking over the rights and production of the new season of "THE RACE."

Thomas Münzner, Geschäftsführer studio flitz: „Over the past seven years at Joyn, it has been very important to me to establish creator content among a broad audience. This has resulted in many creative digital formats that are already successful or have the potential to take off. With studio flitz, we offer creators a professional framework for developing major format brands without losing the speed and creative anarchy of the social media world. 'THE RACE' is a huge success on Joyn, and this step is a logical consequence for Dave and us. We are currently in the middle of preparations for the third season. And viewers can look forward to even more excitement."

David „Dave“ Henrichs, Content Creator: "From the very beginning, Thomas Münzner and Joyn's team believed in us and not only made 'THE RACE' possible but also gave us the creative freedom to take the project to a bigger stage and realize it the way we had imagined it. The idea for the format was born in my childhood bedroom, so it has always been a real labor of love for me. The aim was to create a format that is genuine, authentic, and therefore entertaining. I believe we have succeeded in doing that. I am delighted that the format will

now live on under studio flitz and that I will have the freedom to develop new ideas and formats."

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