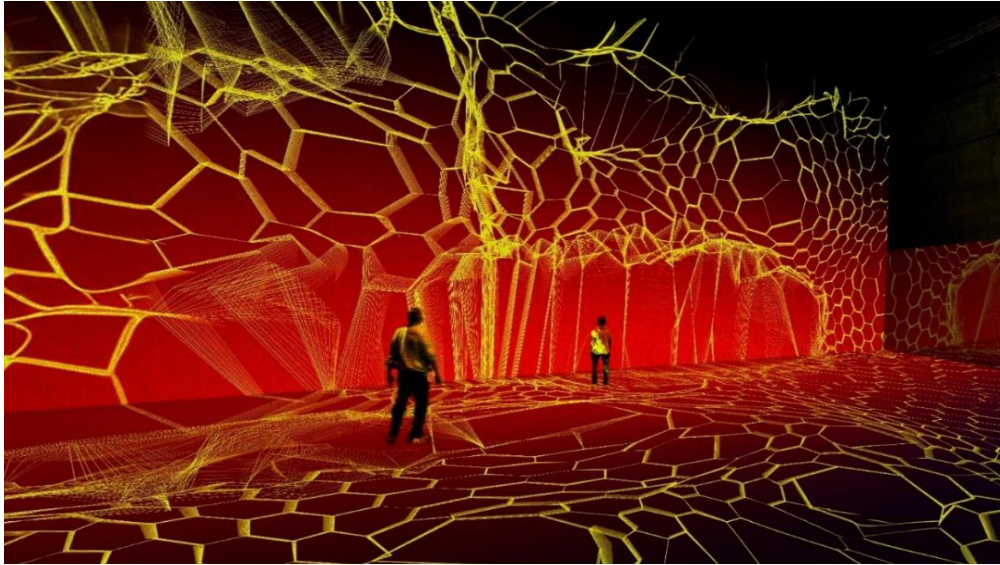


The Grand Palais Immersif enters a new era, driven by the vision of Museum Studio

The **PIXELS** exhibition featuring Miguel Chevalier, opening on November 5,
brings the Grand Palais Immersif into 21st-century Art



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- On August 30, 2024, Museum Studio became the new strategic shareholder of the Grand Palais Immersif (52% of the share capital), with co-shareholders including GrandPalaisRmn, Banque des Territoires, as part of the France 2030 initiative, and Vinci Immobilier. This venue, located in the heart of Paris at Place de la Bastille, offers exceptionally large exhibition halls designed for new cultural experience trends where art and technology merge to create unique immersive exhibitions
- Museum Studio aims to establish the Grand Palais Immersif as a major new player in the French cultural scene, a pioneering space dedicated to immersive and digital cultures, appealing to both young and adult audiences. The goal is to forge an emotional connection between each visitor, the artists and major art themes through deeply impactful sensory experiences, based on rigorous scientific content
- Starting November 5, the Grand Palais Immersif and Museum Studio will unveil their first joint project: *PIXELS – An Interactive Experience with the Creative Universe of AI*. The exhibition is dedicated to Miguel Chevalier, an internationally acclaimed artist pioneering digital art and renowned for his groundbreaking work with artificial intelligence
- This exhibition's production marks an important milestone in Museum Studio's growth strategy, strengthening its foothold in France. By partnering with the Grand Palais Immersif, the business unit owned by Chargeurs aims to develop a premier French operator for immersive cultural formats, with plans to expand internationally.

The Grand Palais Immersif is an exceptional area for cultural and immersive experiences, located in the heart of Paris. Thanks to the support of the RMN - Grand Palais, it benefits from extensive technical and scientific know-how, which Museum Studio intends to promote internationally

Located at Place de la Bastille, the Grand Palais Immersif spans a total area of 1,200 m². Since its launch in 2022, it has quickly established itself as a pioneering, architecturally unique venue, perfectly suited for creating exhibitions that emphasize immersion and interactivity for visitors of all ages, acting as a true catalyst for the growth of all forms of digital art. By integrating cutting-edge technologies, these exhibitions showcase rigorous scientific content through an immersive and sensory experience.

The arrival of Museum Studio in August represents a strategic public-private alliance aimed at developing a French sector dedicated to immersive cultural formats. Museum Studio, a business unit of the Chargeurs group, is the world's largest studio providing a comprehensive global services platform to cultural institutions, museums, foundations, and brands. Supporting every stage of a museum's creation – from initial consultation to inauguration – Museum Studio offers unparalleled support to major decision-makers and their teams, transforming their cultural projects into standout references and unique visitor experiences, both in physical spaces and their digital extensions.

Museum Studio has an extensive portfolio of global references, with over 3,000 projects delivered across 30 countries, including the United States. This visibility will facilitate the international expansion of the Grand Palais Immersif, which fits seamlessly into Museum Studio's global service offering as a fully integrated component. With its rich catalog of exhibitions, the Grand Palais Immersif has already begun its international deployment strategy: exhibitions have recently been launched in the USA, Australia, South Korea, Japan, and China, where cultural institutions are eager to enhance their programs by hosting turnkey exhibitions from Europe. These initial international successes pave the way for further negotiations in other countries, with promising discussions underway.

To accelerate this momentum, upcoming exhibitions at the Grand Palais Immersif will be designed with an international touring ambition, aligning with Museum Studio's business model.

Opening on November 4, the exhibition PIXELS, conceived by Miguel Chevalier, offers an imaginary and poetic journey into the digital universe, blending artificial intelligence, meditation, and immersive experience in a large-scale, world premiere creation

A pioneer in digital art, the world-renowned French artist Miguel Chevalier invites visitors of all ages to cross the invisible mirror of digital infrastructures. Made up of billions of connections and reinventions, these boundaries – both real and invisible – of our digital lives form an architecture with an aesthetic as captivating as it is disorienting. This global creation, exclusive to the Grand Palais Immersif, celebrates the creative and aesthetic power of the digital world, of which we are the architect-builders, demiurgic masters, and willing servants. Artistic and scientific, the spectacular stages of this immersive show culminate in a dramatic production, where each visitor can grasp the disproportionate scale of their own creative power, enchanted by the exclusive musical creations of Thomas Roussel.

This extraordinary journey concludes with an experience at the new concept store of the Grand Palais Immersif, fully reinvented by Museum Studio, a global leader in museum scenography. This concept store, celebrating new forms of sustainable consumption, highlights the major themes of the immersive show. Beyond a gallery of creative and innovative products, visitors can purchase the latest recreational and creative book dedicated to Miguel Chevalier's works, published in October 2024, by the renowned Éditions Skira (€60).

With this unforgettable show, accessible 7 days a week in the heart of Paris, the Grand Palais Immersif, adjacent to the Opéra Bastille, reaffirms its experiential, cultural, and educational power and cements its status as a global reference in the immersive museum scene.

The exhibition marks a turning point for the Grand Palais Immersif, reaffirming its role as a pioneer in the production of immersive and interactive artistic events

Innovation is at the core of Chargeurs group's DNA and is evident in each of its assets. This is particularly resonant at Museum Studio, whose mission is to design increasingly innovative and surprising venues that provide visitors with an ever more captivating experience. By supporting cultural institutions and brands in their cultural policies and strategies, Museum Studio also helps to enhance the vitality and attractiveness of a city or location.

Delphine de Canecaude, Managing Director of Chargeurs Museum Studio, stated: *"We are very excited about this exhibition, which marks a new chapter for the Grand Palais Immersif and embodies our commitment to a culture of emotion. We firmly believe that new forms of mediation can enable everyone to develop their own understanding and connection with art. This vision is at the heart of our approach at Museum Studio, where we strive to act as a Cultural Catalyst, connecting artists, institutions, and the public to immerse them in artistic journeys rooted in the Zeitgeist."*

2024 Financial Calendar

Thursday, November 7, 2024 (before market opens)

Q3 and 9M 2024 Revenue

ABOUT CHARGEURS

CHARGEURS is a diversified international holding company, world leader in high value added niche industrial and service markets. Active in nearly 100 countries with around 2,500 employees, the Group relies on the long-term commitment of Groupe Familial Fribourg, an invested and committed controlling shareholder, and on its portfolio of assets organized into two strategic business segments: Technologies and Luxury. Chargeurs, whose global signature is High Emotion Technology, achieved revenues of €652.3 million in 2023.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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