



Banijay to Build Media & Entertainment Powerhouse with Balich Wonder Studio

- Leading content producer distributor to acquire unique and prestigious live entertainment business -

Paris, 15 June 2023: Banijay today announced it has signed an agreement to acquire a majority stake in Balich Wonder Studio. Building a stand-out, global media and entertainment powerhouse, the deal will combine the strengths of the established world-renowned content group, with the pioneering capabilities of the live entertainment player.

Having already bolstered its position as a leading content powerhouse, Banijay has over the years nurtured a creative footprint spanning 21 territories and playing home to 130 labels. In this latest phase of transformative growth, it will unite the creative and commercial strengths of two unique companies to build a differentiated offering in the media and entertainment space.

Founded in 2013, Milan-based Balich Wonder Studio is a creative player which has quickly grown to be a prestigious live event creator and service provider, tapping into a broad range of institutional ceremonies, brand and destination experiences. Firmly on the map globally as a leading reference and go-to for premium live entertainment events, it is credited for the organisation of the highest number of Olympic Games Ceremonies in the world and other prestigious events such as the 2022 Qatar FIFA World Cup; Pan American Games Ceremonies in Peru 2019 and Chile 2023; 2016 Rio Olympic Games Ceremonies (CC2016); and 2014 Sochi Olympic Games closing and Paralympic Games Ceremonies. Additionally, it has delivered a range of exclusive events for top brands including Louis Vuitton, Formula 1, Ferrari, Dolce & Gabbana, UEFA, MSC, Maserati, Bulgari, IWC, Azimut Benetti and many others. Balich Wonder Studio posted revenues of €315m in 2022.

The deal will bring together the creative strengths of Banijay's global talent collective, led by CEO Marco Bassetti, with the proven expertise of Balich Wonder Studio's leading live entertainment team, led by its founders Marco Balich, Gianmaria Serra and Simone Merico, the CEO Stefano Core, and Carolina Dotti and Valentina Saluzzi, partner and luxury experts. A complementary union, the transaction will signal a new era and further growth for both businesses.

Marco Bassetti, Chief Executive Officer Banijay: "Complementary to us in its ambition and entrepreneurialism, Balich has risen to be top of its game in the live-event space, and via this acquisition, there is huge potential for further pioneering growth. We feel fortunate the team chose to partner with us on this trailblazing move and can already see how together we can build additional creative and commercial synergies, to cement the collective as a media and entertainment powerhouse. In marrying our businesses, we will create a unique universe of globally-spanning premium content, and the world's most-watched ceremonies and illustrious events – ultimately, a one-stop-shop for creativity."

Marco Balich, Chairman Balich Wonder Studio: "We are glad that a world-class player like Banijay has chosen a committed creative team with the ambition to become the world's most prestigious live entertainment group. Together we feel empowered to accelerate this journey. We share the passion for creativity, the ability to create exceptional content and spread emotions, culture, and beauty as pillars for a better world. Today, after ten years of extraordinary growth, we look forward to an exciting future and we are happy to continue inspiring wonder around the world".

As a creative studio, the live entertainment group has also been involved in a number of public destination developments, creating resident and water shows, immersive experiences and landmark icons like the symbol of World Expo – the celebrated "Tree of Life", and the 'Whale Shark', a 30-metre symbol suspended in Doha in 2022 to represent the country's focus on preserving its natural environment.

Balich Wonder Studio's healthy portfolio of successful businesses includes two brands, with operating offices in Europe and the Middle East, which is one of the fastest growing and most important markets for the high-end event management industry. At the forefront of innovation, the ESG-committed live event specialist has swiftly grown both its offering and its footprint, and with Banijay, is now poised for further creative expansion.

The acquisition remains subject to customary closing conditions and is anticipated to close in the coming months.

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About Banijay

Content powerhouse Banijay is home to over 130 production companies across 21 territories, and a multi-genre catalogue boasting over 160,000 hours of original standout programming.

A collective of creative entrepreneurs, the group represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others. Imagining and delivering high-quality multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, launched in 2008, operates under the direction of Chief Executive Officer, Marco Bassetti.

About Balich Wonder Studio

Balich Wonder Studio is an integrated entertainment Group that conceives, produces and delivers live experiences. The Studio creates visionary projects with long lasting value, from large scale Ceremonies to immersive shows, from brands events to destination experiences. The distinctive approach is to put emotions as the ultimate value, generating them through unique creativity and impeccable execution.

Born in 2013, the Group is a world leader in large institutional events, and it's driven by talents and skills of a multicultural team of more than 280 people from 20 countries; it operates in Europe and the Middle East through 4 divisions: Ceremonies, Destination Experience, Immersive Show and Brand Experiences. In 2022 Balich Wonder Studio recorded revenues of €315m.

About FL Entertainment

Founded by Stéphane Courbit, a 30-year entertainment industry pioneer and entrepreneur, FL Entertainment Group is a global leader in multimedia content and gaming, combining the strengths of Banijay, the world's largest independent producer distributor, with Betclik Everest Group, the fastest-growing online sports betting platform in Europe. In 2022, FL Entertainment recorded through Banijay and Betclik Everest Group, a combined revenue, and Adjusted EBITDA, of €4,047m and €670m respectively. FL Entertainment listed on Euronext Amsterdam in July 2022.

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