



Banijay completes acquisition of Balich Wonder Studio

-Deal signals the ground-breaking evolution of a content and live events group-

Paris, 28 September 2023: Banijay today confirms it has closed the acquisition of Balich Wonder Studio, building a stand-out, global media and entertainment powerhouse. Combining the strengths of the established world-renowned content group, with the pioneering capabilities of the live entertainment player, the complimentary union signals a new era and further growth for both businesses.

Launched in 2013, Milan-based Balich Wonder Studio has grown to be a prestigious live event creator and provider, tapping into 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 highest number of Olympic Ceremonies in the world and known specifically for the 2022 Qatar FIFA World Cup; Pan American Games Ceremonies Perù 2019 and Chile 2023; 2016 Rio Olympic Ceremonies (CC2016); and 2014 Sochi Olympic Closing and Paralympic Ceremonies. Additionally, it has delivered a range of exclusive events for top brands including Louis Vuitton, Formula 1, Ferrari, Dolce & Gabbana, UEFA, IWC, MSC, Maserati, Bulgari, Azimut Benetti and many others. Balich Wonder Studio posted revenues of €315m in 2022.

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About Banijay

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 172,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

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, and 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*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others.

Built on independence, creative freedom, collaborative entrepreneurialism, and commercial acumen, the company, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.2bn in revenues and €472m in EBITDA for 2022.

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 Betclac Everest Group, the fastest-growing online sports betting platform in Europe. In 2022, FL Entertainment recorded through Banijay and Betclac 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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