



***DISNEY: THE CASTLE*, a new live music experience, will receive its world premiere this November at Riyadh**

New live music experience as part of Riyadh season 2023

23rd November 2023: Presented by The General Entertainment Authority/Sela Company, ***Disney: The Castle* is a family festival where *the music comes alive***. This new Disney Concerts project will bring guests closer than ever to the iconic music of Disney's beloved animated worlds as guests explore interactive musical worlds, witness spellbinding live concert performances, and celebrate the Disney songbook in a music experience set around the towering Disney Castle. At over 30 meters tall and located at the center of the festival site, the iconic Castle has been designed as a unique musical stage that will host exhilarating concerts performed live by an international cast of Disney Concert Singers.

The entire experience is set over a 20,000 sqm outdoor site in Riyadh Boulevard City. Over the course of a 90-minute visit, fans will be invited to:

DISCOVER IMMERSIVE MUSICAL WORLDS:

Explore "***FROZEN's***" Enchanted Forest and get up close to "***ENCANTO's***" magical Casita as performances of hit music from the movies unfold around the audience.

PLAY TO THE RHYTHM OF DISNEY MUSIC:

Become part of the Disney story – participating in interactive musical performances that bring the music of "***ALADDIN***" and "***THE LION KING***" to life.

"LET IT GO" AT THE CASTLE MINI-CONCERTS:

Enjoy their favorite Disney hits, performed live in electrifying, twenty-minute pop concert extravaganzas playing in front of the Disney Castle.

This exhilarating new music event is produced by international creative and production powerhouses **Balich Wonder Studio** (a Banijay Company), **Propeller Live**, and **Tim Lawson** in association with **Disney Concerts**.

Chip McLean, Senior Vice President & General Manager of Disney Concerts: "We are thrilled to premiere *Disney: The Castle* at Riyadh Season 2023. The successful launch of this groundbreaking musical experience is the result of the creativity and collaboration of so many talented people working together to make our shared vision a reality. We extend a warm invitation to Riyadh Season visitors, families from across the region and Disney fans of all ages to join us for the global premiere of *Disney: The Castle*."

Gianmaria Serra, Founder & Executive President of Balich Wonder Studio: "We are now just weeks away from the launch of this groundbreaking new project, and we cannot wait to see the wonder on the audiences' faces as they experience *Disney: The Castle* for the first time at Boulevard City in Riyadh. At Balich Wonder Studio, creating new ways to surprise, connect, and inspire audiences is what drives us every day, and this special collaboration with Disney Concerts has allowed us to craft an experience that we

believe sets a new benchmark for live music events across the world. Over the course of a 90-minute visit, guests will literally step into the music of Disney's most beloved movies as these iconic soundtracks come to life around the Castle through special live performances and unique installations. Altogether, it is a one-of-a-kind project."

Max Painter, on behalf of Propeller Live: "*Disney: The Castle* began as an idea to bring the magic of Disney to a global audience as a groundbreaking immersive musical journey with the Castle as its iconic centerpiece. In creative collaboration with Disney Concerts and our esteemed partners, we aim to deliver an incredible experience for our guests, and we are truly thrilled to see this exciting project make its global premiere as part of the Riyadh Season 2023. *Disney: The Castle* is a true marquee experience that is interactive, engaging, energetic, vibrant, diverse, and unrivalled in its ambition to bring Disney's music to life for a worldwide audience."

Tim Lawson, CEO of TML Enterprises: "It's wonderful after years of planning to have *Disney: The Castle* make its world premiere at this year's Riyadh Season. Thanks to our friends and partners at Sela and GEA for being such great hosts of our events, and of course to Disney Concerts for entrusting us to collaborate with them on this magical immersive experience celebrating Disney's beloved music."

Disney: The Castle will open to the public in the second half of November 2023 and run for 12 weeks as part of Riyadh Season 2023. Riyadh Season celebrates its fourth edition at the end of October under the theme "Big Time." Every year, the Season attracts visitors from around the world to the Saudi capital, Riyadh, during the winter months to enjoy a wide array of concerts, exhibitions, and unique entertainment events. Renowned celebrities and prominent brands participate in these events, providing a memorable experience for all attendees. Further details on how to join the magic and buy tickets will be released before the grand opening.

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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

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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