

TheWonderSociety

Introducing “The Wonder Society”

- Live entertainment collective launched to capitalise on success of
Balich Wonder Studio-

-Investment in *agence black lemon* marks first move in France-

Paris, September 12, 2024: Today marks the launch of **The Wonder Society**, a dedicated community for live entertainment companies. Set to house the Balich Wonder Studio label and its existing activities, the introduction of the collective further bolsters the business’ ambitions to expand and diversify its offering and territory reach globally. To coincide with the unveiling of the new operation, the group, part of Banijay Live, also announces a minority investment in *agence black lemon*, paving the way for dedicated event curation and delivery in France.

Uniting ambitious and pioneering entrepreneurs, talent and companies, **The Wonder Society** will support the rise of new entrants to the live events market, while celebrating and preserving their creative DNA. *agence black lemon*, known for its disruptive and unconventional projects for fashion, beauty, and spirits brands, stands as the first acquisition and move into luxury capital, France. Specialising in powerful and memorable live experiences, the company has partnered with the likes of leading houses and global brands Dior, Jean Paul Gaultier, Rabanne, Chaumet, Diptyque, Pernod-Ricard, and Moët Hennessy.

The Wonder Society will be led by Chief Executive Officer Stefano Core.

Stefano Core, CEO of The Wonder Society, comments: "The launch of The Wonder Society supports our mission to build and foster the best community of creative talents and brands in the live entertainment space globally. In welcoming

the talented and innovative team of *agence black lemon*, we establish our footprint in France and cement our ambitions to drive further growth across the world.”

Valentina Saluzzi, Partner of Balich Wonder Studio, now based in Paris, adds: “The acquisition of *agence black lemon* is the first step in a broader entrance strategy into the French market. By creating a bridge between Italian and French creativity, we will celebrate the world's leading luxury brands through memorable live experiences.”

Axel Bonnichon and Marine Lefort, respectively Founder and General Manager of agence black lemon comment: “This new adventure with The Wonder Society will enable us to grow and tackle fresh challenges. Strengthening our presence in the French market and expanding our reach internationally through the wider group’s powerful global network, we can further excel in entertaining people through memorable brand activations”.

François de Brugada, Co-CEO of Banijay Live adds: “The Wonder Society is hugely complementary to Banijay Live’s strategy to build the world’s largest community of talent in live events and experiences. Capitalising on Balich Wonder Studio’s global reputation in delivering ambitious offerings that capture audiences across the globe, this new set-up will no doubt go further in attracting the best entrepreneurial creatives in the market.”

Founded in 2013 and headquartered in Milan, with operating offices in the Middle East, Balich Wonder Studio has quickly grown to become a creative live entertainment player, tapping into a broad range of exclusive events and experiences for top brands, including Louis Vuitton, Ferrari, Dolce & Gabbana, Maserati, Bulgari, IWC, Buccellati, Chanel, MSC, and Audemars Piguet. From inspiring creative concepts and emotional narratives to impeccable execution, the company builds multichannel projects that create long-lasting legacies across luxury, lifestyle, culture, fashion, and tech. Notably, it is credited with the organisation of the highest number of Olympic Games ceremonies globally, as well as institutional ceremonies and destination experiences. Balich Wonder Studio will now sit under The Wonder Society banner.

In 2023, Banijay Entertainment acquired a major stake in Balich Wonder Studio and Banijay Live was later launched (originally known as Banijay Events), a dedicated pillar committed to live entertainment and experiences.

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Balich Wonder Studio

Balich Wonder Studio is an integrated entertainment group that conceives, produces and delivers live experiences. The group creates visionary projects with long lasting value, from brands events to large scale Ceremonies, from immersive shows 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 2023, a majority stake of Balich Wonder Studio (now housed under The Wonder Society) was acquired by content powerhouse, Banijay Entertainment, home to over 130 production companies across 21 territories globally.

agence black lemon

Agence black lemon is a Parisian creative agency that designs "Stunning or nothing" experiences. The team approach is to imagine, develop and then make visible the stories that bring together and/or connect audiences around inspiring and emotional experiences. The agency is mainly involved in the luxury and lifestyle sector and particularly with major players in fashion, beauty and spirits. From influencer travel to the creation of living spaces through the production of experiential films or even the creation of online immersive platforms, agence black lemon agency designs formats with strong editorial content and carries out productions at national and international level.

Banijay Live – Experiences Without Limits

Banijay Live was launched in 2023 following Banijay Entertainment's acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group's (previously FL Entertainment) investment in The Independents. Housing both brands' activities, the pillar is led day-to-day by Co-CEO François de Brugada, and is a growing home for the world's best live entertainment specialists.

The entity sits alongside content powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 production companies across [23] territories and a multi-genre catalogue boasting almost 190,000-hours of original standout programming. An innovative creative leader, in 2023, it launched 70+ new scripted titles and 200+ new non-scripted shows and produced 33 formats in more than 3+ territories, making it K7's Distributor of the Year. Representing some of the biggest global brands in the market, its portfolio includes *Survivor*, *Big Brother*, *Peaky*

Blinders, MasterChef, Good Luck Guys, Rogue Heroes, Marie Antoinette, Mr Bean, The Summit, Black Mirror, Deal or No Deal Island, and The Fifty among others.

Both Banijay Entertainment and Banijay Live are overseen by CEO, Marco Bassetti. In 2023, the combined entities delivered €3.3bn in revenues and €494m in EBITDA