

FIFA CLUB WORLD CUP 2025™

A VIBRANT OPENING CEREMONY KICKS OFF A NEW ERA FOR GLOBAL CLUB FOOTBALL

Saturday 14 June at 7:15pm local time, the Hard Rock Stadium in Miami exploded with energy, colour, and football passion with a show featuring Latin rhythms and rap vibes.

Following the FIFA World Cup 2022™ in Qatar, FIFA has once again selected the acclaimed Olympic producer Balich Wonder Studio to creatively partner in the production of the Opening and Closing Ceremonies for the FIFA Club World Cup 2025™. This groundbreaking new tournament will feature 32 elite teams from all six confederations. It will culminate in what promises to be a spectacular final at New York New Jersey's MetLife Stadium on Sunday, 13 July.

Under the leadership of Ceremonies wizard Marco Balich, the creative team has enlisted some of America's top talents. Among them is Grammy-winning producer Emilio Estefan, who will present Vikina and Richaelio for a powerful performance featuring Latin rhythms and movement. Global stars French Montana and Swae Lee will take the stage with a high-energy performance that pays tribute to the global spirit of football.

The show, conceived by Artistic Director Carlos Navarrete Patiño around the concept of "A new era begins," is a journey with 117 performers that brings together some of the best creatives and artists in the entertainment field, such as Heather Shaw, Sooner Routhier, Shelagh O'Brien, Michael Peña, and Marina Toybina.

Marco Balich, Chairman of Balich Wonder Studio, stated: "After the FIFA World Cup Ceremony in Qatar, we are thrilled to support FIFA once again. It's a new chapter that brings together the teams representing all six footballing continents in a competitive tournament. We are very proud to be part of this event."

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About Banijay Group

Banijay 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 Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively.

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