

Banijay Live's Balich Wonder Studio Appoints Carlo Noseda as CEO

Tuesday 10 February 2026: Balich Wonder Studio (a Banijay Live company) today confirms the appointment of Carlo Noseda as Chief Executive Officer of the prestigious global live entertainment group. The company, world leader in the creation and production of the most iconic Sport and Institutional Ceremonies, — with offices in Milan, Paris, Dubai and Riyadh — stands at the forefront of delivering live experiences distinguished by innovation, ambition and scale for major institutions, cultural and governmental organisations as well as distinguished luxury brands. As the business enters a new phase of growth, Noseda joins with a mandate to define and advance the group's long-term expansion strategy. Under his leadership, the company will aim to further strengthen its market position and expand and diversify the delivery of iconic, large-scale projects that help shape culture worldwide.

Noseda will join Balich Wonder Studio on 1 March 2026 from M&C Saatchi Group Europe, which he co-founded and has led as CEO since 2010, while also serving on the global executive leadership team of M&C Saatchi Group. Since the company's inception, he has driven its strategic and creative development across key European markets, championing integration, innovation, partnerships and growth across the offices under his remit. In line with his forthcoming role at Balich Wonder Studio, his priority has consistently been the delivery of high-impact, culturally relevant projects for both Italian and international clients.

An internationally experienced executive, Noseda's background spans advertising, brand strategy, entertainment, production and experiential marketing. With a strong track record in managing organic and inorganic growth initiatives, launching new ventures, leading mergers and acquisitions, and strengthening brand and production capabilities across territories.

Marco Balich, Chairman of Balich Wonder Studio, comments: "Carlo joins Balich Wonder Studio at a particularly meaningful moment in our journey – a time of strong creative ambition, sustained growth and a clear vision for the future. As we accelerate our expansion and diversification plans, we were seeking a strategic leader with the vision and capabilities to guide the business into its next phase of commercial success. In our new CEO, we have a globally experienced, multidisciplinary executive with a proven ability to drive innovation and growth at scale. We are excited to partner with him as we embark on this new chapter."

Carlo Noseda adds: "It's an amazing honour to join Balich Wonder Studio, a truly innovative Italian company recognized around the world for its creative excellence and groundbreaking live events and history-shaping immersive shows. Live experiences have always been the engine that connects humans on an emotional level, which is needed now more than ever. At

this pivotal moment, I'm excited to build on the legacy created by the company's talented partners to combine creativity, production and technology, to deliver iconic moments, memorable events and content while accelerating growth across new markets."

In the past 18 months, Balich Wonder Studio has delivered ceremonies of unique standing, from the FIFA Club World Cup in the USA to the UEFA Champions League final show, to the African Cup in Morocco, at the same time delivering bespoke experiences for brands like Buccellati, Samsung, Dolce & Gabbana, Unipol, Ferrari, Esselunga and Bulgari, while passing through the Middle East with prestigious clients such as The Islamic Games and Minsk Global Forum.

Balich Wonder Studio was acquired by media and entertainment powerhouse Banijay Entertainment in 2023 and now sits as part of its Banijay Live portfolio, led by its CEO François de Brugada. Both units reside under the leadership of CEO Marco Bassetti.

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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.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

About Banijay Live

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, as well as those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world's best live entertainment experiences.

The business, with Banijay Entertainment, which was launched in 2008, is overseen by CEO Marco Bassetti. The group comprises 130 creative labels across 25 territories and a multi-genre catalogue boasting 225k-hours of original standout programming. An innovative creative leader, in 2024, it launched 250+ new non-scripted titles, an average 110+ scripted titles, 80 shows on streaming platforms, and produced 33 formats in more than 3+ territories. 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, Let's Play Ball, and The Fifty among others.

About Balich Wonder Studio

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.

To date the business is credited for organising the highest number of Olympic Games Ceremonies in the world and other prestigious events such as the 2022 Qatar FIFA World Cup; Pan and Para Pan American Games Ceremonies in Perù 2019 and Chile 2023; the 2016 Rio Olympic Games Ceremonies; and the 2014 Sochi Winter Olympic Games closing ceremony. Balich Wonder Studio has also 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.

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. Balich Wonder Studio is driven by the talents and skills of a multicultural team of more than 280 people from 20 countries; it operates in Europe and the Middle East through four divisions: Ceremonies, Destination Experience, Immersive Show and Brand Experiences. The Group is led by its partners Marco Balich, Gianmaria Serra and Simone Merico, and Carolina Dotti, and Valentina Saluzzi, partners and luxury experts. It was acquired by Banijay in 2023.