



PRESS RELEASE FOR IMMEDIATE RELEASE

Star Live and Electra announce strategic collaboration to support Saudi Arabia's rapidly expanding live events and experiences sector.

Riyadh / London, 27 January 2026. Star Live and Electra have today announced a strategic collaboration, bringing together two internationally respected businesses to support the delivery of major live events and complex temporary venues across Saudi Arabia, with a wider focus on the Middle East.

The collaboration combines Star Live's global expertise in staging, structures, seating and modular solutions with Electra's established leadership in premium fit-out, bespoke temporary structures, furniture and end-to-end experiential delivery, creating a joined-up, turnkey offer for clients operating in the region.

Saudi Arabia continues to invest heavily in culture, entertainment and sport, increasing both the pace and scale of delivery. As a result, clients are increasingly looking for delivery partners that can take responsibility across multiple disciplines, simplify procurement and deliver at pace on site. The Star Live – Electra collaboration has been established in direct response to this shift.

The collaboration has been formally established under a strategic agreement, with a shared focus on delivering integrated solutions particularly within Saudi Arabia and the wider GCC.

Star Live has an established and expanding presence in the Kingdom through Star Live Arabia, while Electra has a strong regional track record delivering complex event and temporary environments across the Middle East. Together, the businesses combine international experience with established local operations in Saudi Arabia and UAE, reinforcing a shared, long-term commitment to the Kingdom and the wider region.

Grahame Muir, CEO, Star Live: *“Saudi Arabia is redefining what's possible in live events and temporary venues. Our collaboration with Electra is about combining shared core values, international experience with strong local delivery to support projects of unprecedented scale and ambition, and to play a meaningful role in the Kingdom's long-term cultural and entertainment landscape.”*

James Payne, CFO & Acting CEO, Electra: *“Saudi Arabia's ambition demands delivery partners who combine creativity with world-class executional standards. Partnering with Star Live strengthens our ability to deliver fully integrated, multi-disciplinary solutions and premium environments at speed, while maintaining the quality, accountability and on-site excellence our clients expect from Electra.”*

The collaboration will deliver turnkey environments across entertainment, sport, brand activations and cultural projects, supporting both temporary and longer-term installations. It also aligns with Saudi Arabia's wider ambition to develop world-class destinations and experiences as part of its ongoing national development programmes.

The partnership is effective immediately.

ENDS

Notes for Editors

1. Star Live

Star Live is an internationally recognised provider of staging, structural systems, modular units, seating, scaffold and technical event infrastructure for major sporting, entertainment and cultural events worldwide. Operating across the UK, the Middle East and Asia, the company delivers technically complex projects through a solutions-led approach that prioritises buildability, safety and efficiency. Through its Saudi-based operation, Star Live Arabia, the business has an established presence in the Kingdom of Saudi Arabia and continues to invest in local capability to support large-scale, high-profile projects across the region.

2. Electra

Electra is a leading, award-winning production partner for events, exhibitions, fit-out and temporary structures across the Middle East, with a significant and growing operational footprint in the Kingdom of Saudi Arabia. With in-house capabilities spanning premium fit-out, bespoke temporary venues, furniture, tenting, logistics and on-site delivery, Electra supports some of the region's most complex and high-profile cultural, entertainment and brand-led projects. The company combines strong local execution in Saudi Arabia with regional scale and international standards, positioning Electra as a trusted long-term partner for clients delivering ambitious experiences aligned with the Kingdom's Vision 2030 objectives.



Left to right: J.X. Paulin - Chief Commercial Officer, Electra; Grahame Muir, CEO, Star Live; James Payne - CFO & Acting CEO, Electra; Simon Broyd - Chief Commercial Officer, Star Live.