

DELTA LIVE JOINS GROUPE NOVELTY AND ENTERS A NEW ERA OF INTERNATIONAL GROWTH

Paris (France), January 30, 2026,

Groupe Novelty, a leading international integrator and provider of premium technical solutions for the live events industry, is pleased to announce the acquisition of Delta Live, a highly respected UK-based company specialised in audio, production and event delivery. This strategic acquisition marks a major step in the Group's international development and reinforces its footprint in the United Kingdom, one of Europe's most dynamic and influential event markets.

Combining local excellence with global capability

Founded in 1988 and affiliated with the L-Acoustics Group since 2019, Delta Live has built a strong reputation as a customer-first, highly skilled partner delivering complex corporate events, venue productions and live experiences across the UK. As part of Groupe Novelty, Delta Live will operate under the brand "Delta Live by Novelty", preserving its identity, leadership and client relationships while gaining access to the Group's international expertise, resources and network. This integration will enable Delta Live to further strengthen its technical offering across Groupe Novelty's five core disciplines: audio, lighting, video, rigging and power distribution, allowing the company to support larger, more ambitious and increasingly international projects.

A shared commitment to quality and people

"From our first conversations, we were impressed by Delta Live's customer-first mindset, high technical standards, and people-centric leadership" says Jacques de La Guillonière, founder president and CEO of Groupe Novelty. "Delta Live is a natural fit to support Groupe Novelty's growth in the UK, alongside Novelty UK. We are also pleased to continue our longstanding and trusted partnership with L-Acoustics as we support Delta Live's long-term development".

Since joining L-Acoustics Group, Delta Live has been an exceptional partner. As the company's strategic priorities evolved, this transition to Groupe Novelty represents the right next step for Delta Live's continued growth. "Groupe Novelty brings deep expertise in premium technical event production and maintains strong relationships across Europe and the UK, making them an ideal home for Delta Live's talented team and prestigious client portfolio" says Hervé Guillaume, CEO at L-Acoustics Group. "We're confident this move positions Delta Live for long-term success in an environment fully aligned with their core strengths. We look forward to continuing our collaboration with both Delta Live and Groupe Novelty".

"Delta Live has always been built around long-term client relationships, technical excellence, and a strong culture that puts people first. With these shared values, joining Groupe Novelty is a natural next step in our growth journey. Being part of the L-Acoustics success story has been a privilege, and this partnership allows us to preserve what makes Delta Live special while gaining access to broader technical expertise, international scale, and long-term investment that will directly benefit our clients and our team. We're excited about what this means for our future in the UK and beyond" concludes David Hanson, Delta Live's managing director.

Looking ahead

Delta Live's clients will benefit from full continuity of service, working with the same trusted teams and contacts, while gaining access to increased technical capacity, multidisciplinary expertise and Groupe Novelty's international reach.

Together, Delta Live and Groupe Novelty aim to deliver even greater value, innovation and scale across the UK and international markets.

Jacques de La Guillonière
Founder President Groupe Novelty

ABOUT GROUPE NOVELTY

With more than 1,500 employees who are passionate about AV technology, Groupe Novelty brings its savoir-faire and tailored support in AV technical solutions for equipment rental, technical services, and integration. Through our group of expert companies, we offer over 40 years of event expertise with a signature "French Touch" both in France (with offices in Bordeaux, Caen, Cannes, Lyon, Marseille, Nantes, Nice, Paris, Strasbourg, and Toulouse) and internationally (Barcelona, Brussels, Dammam, Doha, Dubai, Lisbon, London, Madrid, Marrakech, Milan, Monaco, Riyadh).

Our expertise: video, sound, lighting, stage structures, power distribution, backline, special effects ...

Our companies: Novelty, Magnum, Dushow, Alabama, BBS Backline, Best Audio & Lighting, C17 SFX, De Préférence, Delta Live, Dushow TV, On Stage, Planet Live, Music Live, Magnum Power, Potar, Seven and Teamagine.

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