



Good corporate citizenship



Activities in 2009-2010



Gilles MAUGARS
Executive Vice President
Technologies,
Information Systems,
Internal Resources,
and Sustainable Development.

Message from Gilles Maugars TF1's commitment

As an industry leader and a socially responsible company, TF1 plays a major part in promoting environmental awareness, not just through its flagship programme *Ushuaïa*, but also with newscasts, websites and theme TV channels. And in 2009 it unveiled the first-ever indicator of carbon consumption in France, aired on the primetime evening news bulletin.

TF1 is also a family-focused channel with a remit to forge community ties by promoting social and cultural diversity on the air and on its websites, and also to provide a showcase for non-profit organisations and solidarity initiatives. The same policy is applied company-wide, with innovative action by the TF1 Corporate Foundation for the professional integration of young people, the formation of a Diversity Committee and a strong commitment to hiring people with disabilities. We are proud that TF1's dual role has been acknowledged by impartial external observers.

TF1 places special emphasis on being close to its stakeholders, notably viewers and advertisers, and interacting with them to find solutions to the major issues of the day. The entire group will pursue these efforts in 2010 and remain attentive to the concerns of all our various constituencies.

References:

Agreement signed with the French broadcasting authority, CSA: www.csa.fr
Principles on self-regulation in advertising: www.arpp-pub.org
Bouygues Group and TF1 corporate social responsibility: Code of Ethics, Supplier Relations Code, Human Resources Code
<http://www.bouygues.com/en/sustainable-development/>

Global Compact

In 2009 TF1 Group, together with other French and international companies, renewed its commitment to respecting and promoting the ten principles of the UN Global Compact.



Sustainability rewarded

The TF1 Group is included in the leading sustainable development indices

The group's ethical and socially responsible performance is widely acknowledged and taken into consideration by several social and environmental rating agencies. TF1 is included in four sustainable development indices: DJSI Stoxx, APSI Eurozone, FTSE4Good Europe Index and, since 2007, Ethibel.



TF1 awarded a silver medal for news diversity in the Media Tenor study*

Media Tenor measures the diversity of news issues in 23 TV newscasts in 11 different countries on a yearly basis. In 2009, TF1's 8pm bulletin was awarded the silver medal for global coverage.

The channel came first in four categories: the environment, business, education, and the role of women. That was the first time a French media company featured among the prizewinners.

*Media Tenor is a Zurich-based international research institute specialising in media content and its influence on social change. http://www.agendasetting.com/2009_rapperswil/winners/Global_TV_Award.pdf

Diversity award

The first "Enterprise and Diversity" award ceremony was held at the French National Assembly on December 9, 2009. The Assembly's president, Bernard Accoyer, presented the special jury prize to Nonce Paolini for the activities of the TFI Corporate Foundation. The operation, organised by Nora Barsali, a communication and diversity consultant, and Claude Suquet, founder and former chairman of the pollster CSA, "promotes concrete action taken by companies in all diversity criteria". It is supported by the National Agency for Social Cohesion and Equal Opportunity (Acsé). This was the TF1 Corporate Foundation's second award in 2009, after the MRH (Maghreb Ressources Humaines) Diversity Trophy in February.



Our commitments

Broadcast and Internet content issues

TF1 is a TV channel for all audiences. With our responsible programming and broadcasting, we play an important role in raising public awareness of key issues:

- Ensure compliance with the CSA charter and ARPP recommendations
- Reflect the diversity of the French population and promote awareness of major social and environmental issues
- Forge emotional ties and grass-roots links to the public at large

Achievements in 2009

- Signed a charter on the participation of minors in TV productions
- Launched the Eco2Climat indicator on the 8pm news bulletin
- Gave free airtime to the *Restos du Coeur* charity campaign
- Sent editorial teams out to meet high-schoolers
- Held the first edition of the *Planète Mode d'Emploi* fair
- Organised a forum on responsible consumption with advertisers

Social issues

Virtuous and supportive management of the group's human capital

- Encourage equal opportunities (older people, gender equality, ethnic diversity, disabled employees)
- Maintain a high-quality working environment
- Support and assist staff throughout their career
- Encourage employees' involvement in good causes
- Established the Diversity Committee
- Drew up a Seniors Agreement
- Hosted the second intake of young people from the TF1 Corporate Foundation
- Signed an agreement with the Seine-Saint-Denis local council
- Organised a communications campaign on disability

Environmental issues

Reducing our environmental footprint

- Take practical steps to limit the Group's environmental footprint
- Raise awareness of sustainable development issues among staff and suppliers
- Set up the first low energy consumption studio
- Launched the Ecoprod campaign
- Introduced a Corporate and Social Responsibility scoring system for suppliers (using ECOVADIS)

January: Conference on “Communications vs. Greenwashing” organised in partnership with students from the HEC business school.

February: Debate on “Can responsible consumption be desirable consumption?” organised by two women’s organisations, *Femmes, Débats et Société* and *Femmes Actuelles*

March: TF1 airs “One Hour for the Planet” for the WWF

April: Launch of Ecoprod to produce environmentally friendly films and programmes

May: “Job in Live” forum on Eurosport to recruit people with reduced mobility

SOCIAL ACTION COMMUNITY TIES **RESPONSIBLE COMMUNICATIONS** ENVIRONMENT

June: TF1 Corporate Foundation recruits its second intake

July: Official launch of TF1’s Diversity Committee

September: “*Le Syndrome du Titanic*” shown to TF1 employees

October: Campaign with Dark Lab to raise employee awareness of visual disability

November: Launch of the *Restos du Coeur* campaign on the channel

November: TF1 gears up for Employment Week

December: Launch of the Eco2Climat carbon indicator

2008 Key Figures

2009 Key Figures

Broadcast and Internet content issues



- 100% compliance with programming and broadcasting quotas
- 70% of programmes sub-titled
- Equivalent of €16 million donated* to non-profit organisations
- 147,000 calls handled by TF1's viewer hotline

- 100% compliance with programming and broadcasting quotas
- 85% of programmes sub-titled
- Equivalent of €18 million donated* to non-profit organisations
- 300,000 calls handled by TF1's viewer hotline

Social issues



- 8 applicants aged between 18 and 30 hired by the group for two years through the TF1 Corporate Foundation
- €220,000 in turnover with the sheltered sector

- 9 young people from disadvantaged neighbourhoods taken on by the TF1 Corporate Foundation in 2009, and a total of 17 since 2008. 56 trainees and 34 disabled employees hired in 2009.
- €417,000 in turnover with the sheltered sector

Environmental issues



- 4% cut in water consumption

- 16% cut in water consumption
- CSR scoring of suppliers (using ECOVADIS): 45 suppliers ranked in the Responsible Purchasing process

* In corporate advertising, cost of trailers and special programmes, donations during game shows, free advertising time, and in-kind donations managed by the Communications Division.

Dialogue with stakeholders

Stakeholders	TF1 entity	Types of dialogue
Regulators, CSA and ARPP	Compliance Department, General Counsel's Office, External Communication, Broadcasting and TF1 Publicité	Participation in task forces, preparation of assessments and proposals
Viewers	Viewer and Web-user hotline, news moderator, editorial team	Individual replies to emails, letters and phone calls, debates in high schools with the editorial team
Advertisers	TF1 Publicité's sales department relying on in-house CSR expertise	Participation in focus groups, Web-posting of our general terms and conditions on tf1publicité.fr
Employees and trade unions	Management, heads of HR and Social Affairs	Dialogue and negotiation of agreements with employee representatives, internal communication, individual annual appraisals
Producers	Programme units and Compliance Department	Compliance Department in attendance at all programme film shoots, Ecoprod communications campaign
Non-profits, NGOs	Broadcasting, Solidarity Committee, Social Affairs (including disability task force)	Free air time via French TV advertising association (SNPTV), in-kind donations, long-term contracts and partnerships
Suppliers and service providers	Centralised Purchasing Department	Questionnaires about suppliers' CSR policies, sustainable development written into the schedule of conditions
Shareholders and the financial community, sustainability rating agencies	Investor Relations, Sustainable Development Coordination	Annual General Meeting, annual report, roadshows for institutional investors, meetings and conference calls with analysts, regular telephone contacts, website

“Media companies are now aware of their impact on the social ecosystem and are making rapid progress in corporate accountability. TF1 launched a structured, ongoing approach to this issue at a very early stage. Our dialogue with these companies is an efficient blend of financial communication and corporate accountability. The interaction between one of Europe's leading media and its stakeholders, regulators, viewers, agencies and advertisers should help to build a set of best practices and to upgrade reporting in an industry where relevant, long-term, consolidated indicators – whether quantitative and qualitative – are still thin on the ground.”

Jean-Philippe Desmartin, senior analyst in charge of SRI research, Oddo Securities.

Dialogue with stakeholders

Closer ties and greater interaction with viewers



Catherine Nayl

Employment Week

“Being close to our viewers encourages us to be innovative. That’s how we came up with the idea for Employment Week, organised at the end of November 2009 with France’s job centre, Pôle Emploi. For the first time, the group marshalled all its TV channels, radio and websites to provide positive, practical editorial content on the issue. More than 20,000 job offers were collected and offered to online jobseekers. Of course we will repeat this operation in 2010.”

Managing Director, News and Information
TF1 Group

Meetings with TF1 viewers

Nonce Paolini, Laurence Ferrari, Harry Roselmack and other TF1 personalities and co-workers toured French cities to meet and greet their audiences. Debates were organised with local authorities, schools and colleges and the regional press, reflecting our desire to promote and strengthen dialogue with the public. In 2009 nearly 10,000 people were invited to these get-togethers in the 25 cities we visited.



TF1 Group in Marseille

More than
300,000
contacts.

All received a reply within

48 Hours

TF1 viewer hotline

A 13-strong team manages direct contact with Web users and TV viewers via the TF1 News homepage. In 2009 more than 300,000 contacts were recorded, twice the number in 2008. Under the terms of the service quality charter, we have to answer all queries within 48 hours. We kept our word! www.tf1.fr/tf1-et-vous

Information and interactivity on TF1News

With online news, the audience is just a click away. The TF1News editorial and technical teams are continually developing new channels for viewer interaction. Web surfers can react to the news, discuss stories with the news mediator, get to know the journalists better through their blogs, or suggest content – all for the benefit of the group and the editorial teams.



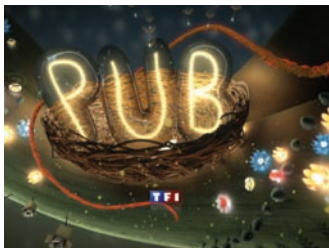
Nonce Paolini, TF1 Chairman and CEO
answers your questions

Dialogue with stakeholders

Advertisers and agencies: responsible advertising and communications

TF1 forums

TF1's advertising division regularly organises meetings with non-profit organisations, advertisers and advertising agencies on topical issues related to changing patterns of consumption. Among the subjects broached in 2009, and which will be developed further in 2010, were "Can responsible consumption be desirable consumption?", "Responsible consumption and greenwashing", and "How will the Copenhagen Summit affect companies?".



Digitising interaction

TF1 plays an active part in the ED|publicité project, which aims to digitise interaction between the media, agencies and advertisers. This collective industry-wide approach will save more than 1.5 million sheets of paper per year. Since 2009 TF1 has also digitised commercials, which are now delivered as files instead of film.



Dialogue with small and mid-sized businesses

To open its adspace to smaller firms, TF1 Publicité has engaged in-depth discussions with their representatives to provide a suitable offering. Small and mid-sized companies are a dynamic and essential part of our economic fabric. They generate decent jobs and make high quality products. Access to advertising on TF1, which is generally associated with major corporations, makes them more credible and gives them a good bargaining chip when dealing with the mass retail sector.

1.5 million
pages saved every year
by TF1 and advertising agencies



Arielle Renouf

Transparency

"Our clients are thinking hard about new trends in products and consumer expectations. As the leading advertising unit in France, we have an obligation to help them. We are working on a project that will allow advertisers to provide more information about the environmental and social impact of their products. There is strong demand for transparency and we want to help satisfy it."

Group Director of Public Relations
Director of Communications, TF1 Publicité

Content-related issues

Television for all audiences, responsible programming and broadcasting, and an important role in raising public awareness.

Among the fundamental values laid down in the CSA agreement and adhered to closely by all our editorial and technical teams are to uphold journalistic independence and ethics, represent a diversity of cultures, origins and currents of thought, protect young viewers from unsuitable content, and ensure that programmes are accessible. To check that programming is regulation-compliant, TF1 has set up a Programme Compliance department that reports directly to management. As a leading media company, TF1 plays a major role in strengthening social ties and making viewers aware of key issues relating to sustainable development. TF1 uses its clout to serve numerous not-for-profit causes – to act and help others do likewise.

More than 600 environment-related stories were aired in the flagship evening newscast, which attracted seven million viewers on average in 2009*. That input made a major contribution to promoting viewer awareness of ecological issues. Our stance was further strengthened by special news reports on biodiversity and Greenland, and by the launch of France's first carbon emissions indicator.

The group's theme channels also include Ushuaïa TV, the leading French channel dedicated entirely to sustainable development.



Content-related issues

Television for all audiences, responsible programming and broadcasting

The Diversity Committee

The Diversity Committee, composed of employees from TF1 Broadcasting and Human Resources, was set up in 2009 to coordinate and give fresh impetus to the Group's actions in this field. Its 2010 projects include organising an awareness programme for journalists and programming units, broadcasting short programmes on TF1, and obtaining the Diversity Label.



Edouard Boccon-Gibod
Diversity Committee

"We have a clear objective to fight stereotyping and ensure mainstream portrayal of ethnic diversity in our civil society, to the point that it becomes an automatic reflex. We are doing so within the company and on the air, working in a totally non-competitive way with all those involved in dealing with these issues."

President of TF1 Production
Chairman of the Diversity Committee

Programme compliance Internet protection for children

Careful attention is paid to legislation on tobacco and alcohol advertising, human rights, the protection of minors, surreptitious advertising, and content rating for young viewers. Our Programme Compliance department is composed of corporate lawyers who attend shoots, view the programmes and provide advisory services for journalists, producers and directors. Special measures are taken to protect the group's children's website from unsuitable content, and partnerships have been struck with a number of specialised organisations. www.tfousengage.tfou.fr



Care for child-specific content

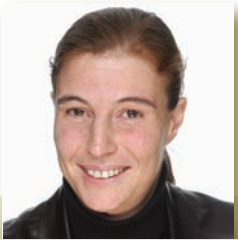
Programme accessibility

As a family-focused channel, TF1 has a duty to ensure that its programmes are accessible to all audiences. In all 85 per cent of programmes are subtitled, including newscasts. Audio description for people with impaired vision is provided for one film or documentary per month and TF1 is pursuing its efforts in this field.

85%
of programmes
are subtitled

Content-related issues

Acting and helping others act to promote solidarity



Elisabeth Durand

Broadcasting provides a window for non-profits

"We want to give airtime to non-profit organisations working for a range of causes. We not only support regular large-scale campaigns such as *Les Pièces Jaunes* (for hospitalised children), *Les Restos du Coeur* (meals for the needy) and *Sidaction* (Aids research and prevention); we also provide visibility for the smaller organisations during game shows. For example we can provide tailor-made solutions or rearrange the programme schedule in the event of a major humanitarian disaster. All programming possibilities are taken into consideration."

Director of Programming

Airtime for major causes

The group's commitment to charity is manifest in its special primetime operations, the production and broadcasting of free commercials, donations of game show winnings, and cash donations managed by the Solidarity Committee. More than 80 charities received airtime in 2009 for a broad range of subjects.



Concert for the *Restos du Cœur*

The *Restos du Cœur* campaign

Thanks to viewers' generosity, *Les Restos du Coeur* had a record year for donations, up 16 per cent after the programme was broadcast, and a 20 per cent jump in CD and DVD sales. TF1 stepped up its communication efforts in this time of economic hardship, an initiative that played an important part in boosting donations. www.enfoires.com

A new page on Tfou.fr for promoting awareness among young viewers

In 2009 the Tfou.fr site launched Tfou s'engage, a new area dealing with social issues. The 2009 theme was the environment and the topic for 2010 is nutrition. Tfou.fr has approximately 700,000 unique visitors and 100 million pages viewed every month. www.tfousengage.tfou.fr



Special primetime for associations



Content-related issues

Promoting viewers' environmental awareness

Eco2Climat

Eco2Climat is an indicator of French carbon consumption, launched to coincide with the Copenhagen Summit. The results are presented once a month on the 8pm newscast. This educational tool – a European first – improves the quality and consistency of TF1s news coverage of sustainable development issues. www.tf1news.fr



Christine Oberdorff and Gérald Ariano

Bougez vert

A new “home-grown” programme from TF1, *Bougez Vert* features sustainable development news. Presented by Christine Oberdorff and Gérald Ariano, the show is broadcast on Ushuaïa TV, LCI and Ushuaïa.com. The objective is to inspire people to live a greener life. www.ushuaiatv.fr

TF1: official partner of the *Planète Mode d'Emploi* fair

The objective of the *Planète Mode d'Emploi* fair – literally "Users' Guide to the Planet" – is to explain issues concerning our planet to the general public and to outline the actions we should take to “live better together”. The first fair attracted more than 38,000 visitors, making it the largest educational event on sustainable development ever held in France.

38,000 visitors to the *Planète Mode d'Emploi* fair



Didier Sapaut

Ushuaïa TV

“The Ushuaïa TV brand strikes a balance between stunning documentaries with outstanding editorial and technical qualities, and current affairs coverage through magazine programmes and special features. And thanks to its partnerships, Ushuaïa TV is a key player in sustainable development, regularly highlighting initiatives taken at local level both by companies and by non-profit organisations.”

Chief Executive Officer of Ushuaïa TV

Social issues

Virtuous and supportive management of the group's human capital

TF1's social policy goes well beyond its legal obligations, creating a high quality framework to enhance employee well-being.

In 2009 the group intensified efforts to recruit and retain disabled employees and use services provided by the sheltered sector. It also conducted an internal and external communications campaign arranged by the Handicap Taskforce.

Action was also taken to support equal opportunities, such as setting up the Diversity Committee and signing an agreement on older employees – not to mention the host of socially innovative initiatives taken by the TF1 Corporate Foundation.

Employees are encouraged to take part in community action, notably by sponsoring high school pupils from disadvantaged neighbourhoods.

“The group wanted to develop its policy in favour of the disabled to show that a disability need not prevent someone from having a social life or a professional or sporting career.”

Nonce Paolini



~~HANDICAP~~
MOTEUR

Tout simplement !



Social issues

Action by TF1 Corporate Foundation to support equal opportunities

The TF1 Corporate Foundation in 2009

By the end of 2009, 17 young people had joined the Foundation's work entry programme. All of them benefited from either a work-study scheme or an in-house programme with the training department. The TF1 Corporate Foundation collaborates with the group on a wide variety of innovative activities and has signed a partnership with the local council of the Seine-Saint-Denis département. www.fondationtf1.fr

34

new hires of disabled employees in 2009

Policy to integrate disabled employees

TF1 has extended its policy in favour of hiring disabled employees with a series of concrete actions. "In the past twelve months we have already recruited 34 disabled employees compared with a target of 30 by end -2010."

Guylaine Baudry, head of Handicap Taskforce
www.toutsimplement.com

TF1 partners with *Défi Intégration*

In 2010 a six-man crew, including three disabled people, will board the *Jolokia*, a specially outfitted sailing boat, and attempt to beat the record for the *Odyssée des Épices* ocean-going race. This is more than just a sporting feat: it is proof that disability, when taken into account at the organisation stage, need not be an obstacle. Rather, it is an opportunity for all members of the team to test and extend their limits.

www.defi-integration.com



Print ad



Samira Djouadi

TF1 Corporate Foundation

"What's special about our Foundation is that we work inside the company. That's not so easy. We have to draw up a real strategy, back it with internal communication, and get the management and employees involved. But results are priceless. Our efforts have been rewarded by the way the second intake of students has been welcomed into the company."

Chief representative of the
TF1 Corporate Foundation,
in charge of client relations at TF1 Publicité



Part of the *Défi Intégration*'s crew

Environmental issues

Neutralising our environmental impact

Through its corporate services department, TF1's conducts a proactive environmental policy with regard to the property it manages directly.

In 2009 all TF1's employees with the exception of the Eurosport and Télésopping teams were relocated to three sites at Boulogne Billancourt. The move has made it possible to manage the buildings more efficiently and reduce travel between sites.

An environmental management system has been put in place to address all the key issues, including energy, water and paper consumption, greenhouse gas emissions and waste management.

Increasingly, energy consumption and waste management requirements are factored into the technical aspects of engineering projects at an early stage, whether on location, in the studio, or for IT systems.

Employee awareness is promoted through a collaborative site, MygreenTV, which features best practices, equipment tests and profiles of committed employees. TF1 is a partner in the Ecoprod operation, a campaign to raise audiovisual producers' awareness of the environmental impact of their work.



Environmental issues

Managing the environment

New energy-efficient studios

Following the example of Eurosport, LCI selected LED lighting for its new studio, bringing total lighting consumption on the set down to below 7KW. LED lamps are cold to the touch and thus require almost no air conditioning – a real energy-saving success story!



TF1 Headquarters

Cleaning Day

The Cleaning Day operation organised for the 2009 office relocation allowed us to recycle 141 tonnes of paper, CDs and DVDs, the equivalent of 6,640 removal boxes! It also promoted employee sensitivity to recycling.



The new LCI studios

The Ecoprod partnership approach

The objective of Ecoprod is to make audiovisual and film production more environmentally responsible. This dedicated website, with its factsheets and a carbon counter tailored especially to TV programme and movie making, is a genuine toolbox for "green" production. What's more it's free of charge to industry professionals. www.ecoprod.com

ecoprod



Emmanuel Joubard

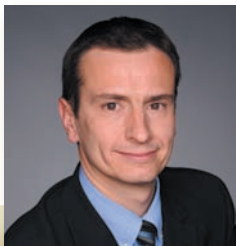
Engineering and the environment

"We are beginning to adopt new reflexes in our business, such as taking energy efficiency into account, extending amortisation periods and upgrading existing hardware and furniture right from the engineering phase in order to minimise waste. Although the main motive is often financial, this new approach does encourage us to review our practices in a more responsible way. All the teams appreciate that fact."

Head of the Broadcast Project

Responsible purchasing

Incorporating suppliers into the extended company concept



Jean-Michel Gras

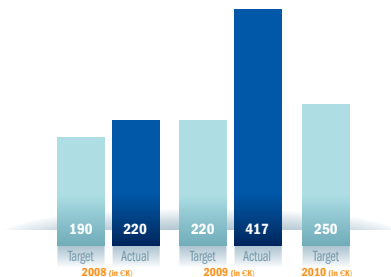
Purchasing Policy

"TF1 relies a lot on outsourcing. If we want our actions to have an impact and to share our values with others, we need to make our suppliers part of an "extended company". This approach also applies to promoting diversity, an issue to which the group is strongly committed. In 2010 the Purchasing department will adopt the same approach by assessing its subcontractor base and diversifying it in terms of size, location and recruitment/intake."

Purchasing Director

Ecovadis

The group evaluated the CSR policies of its 45 leading suppliers with the assistance of an independent firm, Ecovadis. This approach, which already applies to a significant volume of procurement, will be extended to 30 other suppliers in 2010. It provides an opportunity for the most highly committed suppliers to be recognised and appreciated.



Using the sheltered sector

The Purchasing department supports the Handicap Taskforce by working with sheltered workshops. Thanks to our needs-mapping process and our network of correspondents, all regularly outsourced services that could be entrusted to this sector are taken into consideration. As a result, we exceeded our turnover target with the sheltered sector in 2009.

Promoting "green" purchasing

The Purchasing department has drawn up a guide to responsible purchasing. It also promotes fair trade and green products, buys company cars with low CO₂ emissions, and guides and advises group entities in their procurement choices.



Governance policy

Responding to the requirements of responsible corporate governance

Boardroom independence

The 12-member board of directors includes two employee representatives. The directors all have thorough knowledge of the group's businesses. As the prime mover in the privatisation of TF1, Bouygues still plays an important role on the Board as regards the continuity of TF1's operations.

2 years

director's term of office

The Board's involvement in sustainable development policy

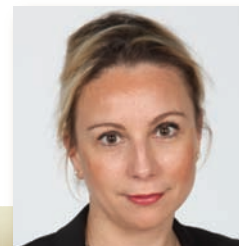
Since 2009 the Board of Directors has met on a quarterly basis to review policies, objectives and results in terms of sustainable development.

The Board's committees

The directors appoint special committees to address issues of compensation, auditing and director appointments. They set the targets for these committees, which are independent.

92%
attendance rate at Board meetings in 2009

1 share
=
1 voting right



Béatrice Chanson

Internal control policy

"In 2008 TF1 implemented a plan for identifying, assessing and processing risks that could compromise the group's objectives. The exposures are presented to the Audit committee once a year."

Head of Internal Control,
Finance department

Download the sustainable development report from our website at www.tflfinance.com.

This report is printed using vegetable inks and PEFC-certified paper manufactured from sustainably managed forests.

It was printed and collated by disabled employees at IRIS, a sheltered workshop. (www.atelier-protege.org).

Photo credits

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www.bouygues.com/fr/developpement-durable

ON SE RETROUVE SUR 

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A public Limited Company "Société Anonyme"

with a share capital of € 42,682,098.40

Registered office: 1, Quai du Point du Jour - 92100 BOULOGNE BILLANCOURT

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