

[11.01.23] **PRESS RELEASE**

CLAIRE BASINI JOINS TF1 GROUP AS EXECUTIVE VICE PRESIDENT OF BtoC ACTIVITIES



Claire Basini has been appointed Executive Vice President of BtoC activities at the TF1 Group with effect from the 16th of January 2023. She will be also joining the Executive Committee.

The arrival of Claire Basini and the creation of this division are part of our ambition to make TF1 Group a key player in the digital broadcasting industry, as it already is in the TV industry.

Claire's mission will be to accelerate the evolution of the TF1 Group's business model towards a mixed model - linear and non-linear- and to develop an expanded presence on all mediums.

Claire will also contribute to the animation of the digital sector of the TF1 Group.

Rodolphe Belmer, CEO says: *"I am delighted to welcome Claire to TF1 Group and wish her every success in her new position. Her rich and varied career, in-depth knowledge of new user habits and solid experience of digital and social media will be invaluable assets to meet the challenges ahead of us and to transform our activities."*

CLAIRE BASINI

Born in 1976, Claire Basini is an ESSEC graduate. After 2 years as a strategy consultant at Braxton Associates, she decided to spend a few years developing her theatre company before joining L'Oréal, where for 8 years she was in charge of marketing for Dessange and Elsève brands which were facing strong challenges of modernization and internationalization.

In 2010, she joined the Canal+ group as Head of Canalsat, in 2014 she became Head of Theme Channels and then in 2016 she became the group's Head of Digital.

In 2019, she became CEO of Seasonly, a digital cosmetic brand co-founded with Fany Péchiodat, creator of MyLittleParis.

In 2020, Claire became Deputy CEO of Brut in charge of new businesses, such as the launch of the BrutX streaming platform.

Claire joined TF1 group in January 2023 as Executive Vice President of BtoC businesses.

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