

The TF1 group is strengthening its Entertainment division by taking a minority stake in Play Two



play two

TF1 Entertainment can announce that it has taken a minority stake in **PLAY TWO**, a new independent producer of music, concerts, live shows and records, founded in October 2016 by Sébastien Duclos and Julien Godin.

In 2006, Sébastien and Julien founded the company PLAY ON, which in just a few years became France's leading independent label, developing and accompanying the careers of artists like Zaz, Raphaël and, more recently, Kids United.

PLAY TWO offers artists, producers and talented individuals a package that is unique in the musical value chain: production, live shows, endorsement and brand content, with a strong resonance in digital.

This 360° strategy enables **PLAY TWO** to respond to the evolving market for music and to offer stars and players in the music scene unique exposure.

By taking this equity stake TF1 is demonstrating its drive to:

- bolster its position as a leading light in the entertainment business by developing its "Music & Live Shows" offering
- enhance its position as France's no.1 content market place.

The first artists to have joined **PLAY TWO** are Grégoire and Maître Gims for their forthcoming tour.

About Sébastien Duclos and Julien Godin:

Sébastien Duclos (aged 41) (ICN NANCY graduate) and Julien Godin (aged 39) (ESSCA Angers graduate) launched their careers in the record industry (Sébastien at Sony Music and Julien at M6 Interactions, an M6 group diversification subsidiary). In 2006, Sébastien Duclos and Julien Godin founded PLAY ON, which in just a few years became France's leading independent label, developing and accompanying the careers of artists like Zaz, Raphaël and, more recently, Kids United. In 2012, the company was ranked no.8 French small or medium-sized company in Entreprise magazine's "Growth companies" rankings, and was a winner in the "Grand Prix of Growth Companies" competition organised by "Décideurs" magazine. Since 2012 PLAY ON has been owned by Warner Music. In 2016, Sébastien Duclos and Julien Godin founded PLAY TWO.

About TF1 ENTERTAINMENT

TF1 Entertainment, a diversification and development subsidiary of the TF1 group, is a leading player in five branches of the entertainment business: music, live shows, licences, games/toys and collections. With over 20 years' experience in the creation, exploitation and distribution of brands, TF1 Entertainment owns and represents premium assets. TF1 Entertainment's ambition is to accompany innovative and ambitious projects, create new products and events, and discover new artists.



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