

[09.05.23] **PRESS RELEASE**

MELISSA SAINT-FORT APPOINTED HEAD OF CSR AT TF1 GROUP



Mélissa Saint-Fort has been appointed Head of CSR at TF1 group effective 1 May, replacing Christelle Leroy.

Reporting to the Executive Vice President Human Relations & CSR, Mélissa Saint-Fort will be responsible for all aspects of Corporate Social Responsibility.

She will oversee implementation of our climate roadmap, which includes an objective of reducing our CO₂ emissions by 30% between now and 2030. More broadly, she will head up the rollout of campaigns to raise environmental awareness aimed at stakeholders – such as in-house staff, the advertising ecosystem and our viewers – to encourage people to consume more responsibly.

Along with her own teams and in close association with our Human Relations teams, Mélissa Saint-Fort will also maintain our progress on gender parity, inclusion, and combating all forms of workplace discrimination.

Finally, she will continue to back the work done by charities in the field to help the most needy and victims of violence, and to promote medical research and support for the sick and their families.

Mélissa Saint-Fort

Born in Lebanon, Mélissa Saint-Fort graduated from ESCP in 2005. She specialised in the promotion of live shows, starting with Stage Entertainment where she spent six years working on musicals like The Lion King and Mamma Mia. She then moved to Midem, VeePee Entertainment and finally Universal Music & Brands, where she worked in the Strategic Partnerships department. She joined the La Seine Musicale venue when it was set up in 2017, and built up its digital marketing, communication and sponsorship department from scratch.

As someone who has always been passionate about human and environmental issues – with a particular awareness of the issues around diversity, inclusion and ecological transition – she trained herself up to be the lead on the “Climate Fresco” initiative for a number of in-house working groups in 2021, and also took part in an avoided carbon emissions pilot project with Carbone 4 for Bouygues and La Seine Musicale in September 2021. She has rolled out a range of CSR initiatives in conjunction with La Seine Musicale shareholders TF1 and Sodexo Live that are designed to make the venue an inclusive, low-carbon space (in a sector that still pays little attention to these issues), while also bringing partners and audiences – through active travel, for example – into the picture.

About the TF1 group

The TF1 group is a major player in the production, publication and distribution of content.

Our raison d'être: to positively inspire society.

Our operations are split between two divisions:

The **Media division** is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), our on-demand content platforms (MYTF1, TFOU MAX and Salto), and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One.

The **Production division**, with Newen Studios, is home to more than 50 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.

The TF1 group has operations in around 10 countries, and employed 2,810 people as of 31 December 2022. In 2022, the Group generated revenue of €2,508m (Euronext Paris, compartement A: ISIN FR0000054900).

CONTACTS:

EXECUTIVE VP COMMUNICATION & BRANDS – Maylis CARCABAL – mcarcabal@tf1.fr – +33 (0)6 63 59 87 05
HEAD OF COMMUNICATION – PROGRAMMES, BUSINESS & CSR – Sophie DANIS – sdanis@tf1.fr – +33 (0)6 22 47 56 52