

Boulogne-Billancourt, December 1st 2014

**APPOINTMENT**

Sophie Sachnine has been appointed President of Metronews, effective 1 December 2014.

Until this date, Ms Sachnine was Managing Director of Metronews. In this capacity, she successfully led the move to digital in daily operations over the past two years. As President, her missions will include continuing and reinforcing the transition of Metronews to digital publishing. She will also be a member of the TF1 Management Committee.

Ms Sachnine is a graduate of the ESCP Europe Business School and holds a master's degree from HEC School of Management. She began her career at Nestlé France as a media buyer and advisor. In 1994 she joined the Prisma Presse group as Advertising Sales Director for, successively, *Geo*, *Ça m'intéresse* and *Capital*. She was then appointed Managing Editor of women's publications, then of *Ça m'intéresse*, and finally Vice Executive Publisher of business publications (*Capital*, *capital.fr*, *Management*). In August 2008 she joined Publications Metro France as Managing Director, a position she continued to hold following the buyout by TF1 in July 2011. She has managed the recent change programme at Metronews and in particular the cultural adaptation to digital operations.