



Boulogne, 2 May 2018

## **ORGANISATIONAL CHANGE AT THE TF1 GROUP**

I am delighted to confirm to you that **Olivier Abecassis** has been appointed **Chairman & CEO of the aufeminin group**, where he will work alongside talented aufeminin colleagues to continue growing the group's brands and operations in France and internationally.

Following this appointment, we have made organisational changes to our Innovation & Digital operations, effective 2 May 2018.

**Arnaud Bosom, Executive Vice President, Human Resources and CSR**, will supervise our broadcast technology and IT teams.

Arnaud is very familiar with the people in these teams and the work they do from his previous operational management role within the division.

Our technology and IT teams are heavily involved in major projects to transform the Group, from the Info 2020 and PNS3 projects to the transmission of our channels and upgrades to our technical infrastructures.

The full range of skills in this division will be mobilised in ensuring our information systems evolve to meet the key challenges in our business. In particular, this will involve promoting the monetisation of our advertising offers and serving our support functions and cyber-security.

**Christine Bellin, Vice President, Strategy, Development and Transformation**, will head up our Innovation and Digital teams.

These teams will handle the development of B2C products (MyTF1, LCI.fr, TfouMax, MyTF1 VOD) and of products aimed at agencies and advertisers (AdTech), our data/digital marketing strategy, and Innovation (relationships with start-ups, the BusinessLab, and tech watch). Our digital technology division is joining up with these teams.

They will work together to continue the digital transformation of the TF1 group, with the aim of accelerating content production and monetisation across our digital offers.

Bringing our Strategy and Digital teams together in the same division will strengthen synergies and the implementation of our strategy. Christine is ideally placed to deliver in this role given her knowledge of digital industry issues, and of all the key industry players.

As part of our drive to develop future Over the Top (OTT) offers, the teams reporting to **Régis Ravanas, Executive Vice President, Advertising & Diversification** will be in charge of deploying and commercialising our content using innovative products that enhance the customer experience.

Please join me and the Executive Committee in wishing them every success in their new roles.

**Gilles C. PELISSON**

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