

Paris, December 16, 2015

Lucien Boyer appointed Chief Marketing Officer of Vivendi Village

Vivendi today announced the appointment of Lucien Boyer as Chief Marketing Officer of Vivendi Village.

This new transversal function is created to accelerate the development of integrated marketing offers within the Group.

In cooperation with Vivendi's different businesses, Lucien Boyer is responsible for identifying partners willing to associate their brands to the Group's activities in the fields of talent, live events, merchandising, as well as in content production, broadcast and distribution.

Lucien Boyer reports to Simon Gillham, member of Vivendi's Management Board and Chairman of Vivendi Village.

Lucien Boyer was previously President & Global CEO of Havas Sports & Entertainment.

President & Global Chief Executive Officer of Havas Sports & Entertainment for nearly 15 years after having sold Lifestyle Management Group, the company he founded in 1991, to Havas, Lucien Boyer created one of the world's leading sports & entertainment networks. Havas Sports & Entertainment boasts more than 600 professionals in 30 countries delivering award-winning innovative brand engagement solutions for brands such as Coca Cola, Barclays, Orange and Louis Vuitton. Lucien Boyer also initiated the creation of the Global Sports Forum, of which he is the General Commissioner, a global debate platform around the sports industry's future challenges. A graduate from the French business school ESSEC in 1986, Lucien Boyer is passionate about sailing, the Olympics and rock music.

About Vivendi

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. The main subsidiaries of Vivendi comprise Canal+ Group and Universal Music Group. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. A separate division, Vivendi Village, brings together Vivendi Ticketing (ticketing in the UK, France and the U.S.), MyBestPro (experts counseling), Watchever (subscription video-on-demand) and the Paris-based concert venue L'Olympia. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest aggregation and distribution platforms in the world. www.vivendi.com, www.cultureswithvivendi.com