

Boulogne-Billancourt – Tuesday February 23, 2016

THE TF1 GROUP'S NEW AMBITION

Gilles PÉLISSON, Chairman and CEO, has announced the TF1 group's new ambition, and the new organisational structure that will lead its transformation.

TF1 has very solid foundations on which to build for the future. The Group has five free-to-air channels, has adapted to new trends in media use, and has taken a new strategic direction in independent production with the buyout of Newen. The Group's workforce provide a formidable pool of expertise and talents to meet the challenges of tomorrow.

TF1 also needs to respond to increased competition, in television and also for its digital offerings.

This new environment is demanding in terms of content quality and the provision of new services to viewers, internet and mobile users, consumers and advertisers.

In that context, the TF1 group has responded by setting itself a new ambition, built on the three areas of excellence that underpin the Group's activities:

- **Creation:** executive production, international co-productions, rights buying, and the development of catalogues and formats;
- **Editorial:** delivering the right content for each brand and device, scheduling, and content promotion;
- **Commercialising** our channels and offerings, with a focus on adding value to our brands, our entertainment interests and our diversifications.

The new ambition has four main objectives:

- to **consolidate the TF1 group's market leadership in freeview TV;**
- to **create the benchmark digital offering in the market;**
- to **develop high-powered, innovative solutions for advertisers and consumers;**
- to **become a player and a major partner in the creation of audiovisual content not just in France, but internationally.**

CONTACTS

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Image 7 – Sylvie Ruggieri – email : sruggieri@image7.fr

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The Executive Committee tasked with delivering this business plan consists of 3 business lines, 3 transverse departments and 3 support functions. This structure will be more flexible, unlock new synergies and streamline our decision-making processes.

Business lines:

Ara APRIKIAN, Executive Vice President, Content is responsible for all freeview television programmes, acquisitions, production and broadcasting. The objective of this business line is to encourage the creation of new content, and its distribution on the Group's TV channels and the MYTF1 platform and across all digital media.

Catherine NAYL, Executive Vice President, News has responsibility for our News operations, covering news and current affairs programmes for the TF1 core channel and the LCI channel, along with the Group's digital news offering.

Régis RAVANAS, Executive Vice President, Advertising & Diversification is responsible for running our commercial operations, including the distribution of the Group's channels. His objective is to develop complementary revenue streams and activities, and to offer advertisers new services that build brand value.

These three business lines will work together to offer the best possible programmes and services for the public and for advertisers.

Transverse departments:

Olivier ABECASSIS, Vice President, Innovation and Digital is tasked with the digitalisation of the Group and with rolling out our digital strategy. He also oversees our incubation approach of start-ups, data marketing and our online products roadmap, and is responsible for anticipating trends in media use and monetisation. All our broadcasting and digital technologies are under his responsibility, as are information systems, infrastructure management, G&A and security.

Christine BELLIN, Vice President, Group Strategy, Development and Transformation is in charge of strategy and planning, external growth opportunities, and overseeing delivery of the transformation plan.

Frédéric IVERNEL, Vice President, Communication and Brands, is responsible for managing our portfolio of brands and their identity, and for conducting our corporate communication and media relations.

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Support functions:

Arnaud BOSOM, Executive Vice President, Human Resources and CSR is in charge of talent development, employee relations policy and human resources policy, and oversees our actions in the field of corporate social responsibility.

Jean-Michel COUNILLON, Corporate Secretary, is in charge of institutional relations and also handles Legal Affairs for the Group.

Philippe DENERY, Executive Vice President, Finance and Purchasing is responsible for all of our financial management and accounting activities, audit and internal control, treasury, financial communication, and the procurement function. He will also handle our relations with Newen.

Gilles PÉLISSON, Chairman and CEO of the TF1 group, commented:

"I would like to thank Nonce PAOLINI for the exceptionally smooth handover, and for the trust and transparency that characterised the process.

I am convinced we have put in place an organisational structure which builds on the TF1 group's existing know-how, and which will help us accelerate the shift in the business towards content development and production, and the digitalisation of our activities. We must always be ahead of the game in anticipating trends in media use, while playing to the full our role in unearthing talent and devising new formats. This ambition, supported by all our teams across the TF1 group, will be critical to delivering growth and creating value."

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