



PRESS RELEASE

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TF1 group extends its digital footprint into social networks

The TF1 group has announced the acquisition of a majority interest in the capital of MinuteBuzz, French millennials' favourite social platform with 9 million subscribers and 2 billion videos viewed in 2016 to date.

This deal will unlock editorial and commercial synergies between TF1 group entities and MinuteBuzz. The challenge is to address the demand from major brands which are looking for powerful and original video content to enhance their marketing push on social networking platforms.

It illustrates the TF1 group's commitment to consolidate its position as a key digital player in France and reassert its digital market leadership with French millennials, as part of an overall strategy of conquering new segments of the viewing public.

Gilles Pélisson, TF1 group Chairman and Chief Executive Officer, says: *"This deal generates a new momentum for the TF1 group, combining the pulling power of our TV audience ratings with the street cred of MinuteBuzz on social media. It will also help our advertising sales operations at TF1 Publicité to offer advertisers ever more innovative and varied solutions, as we continue our push to become France's leading content market place."*

Laure Lefevre and Maxime Barbier, founders of MinuteBuzz, say: *"This strategic step change will give us the strength to deliver on our ambitions: continuing to win over French millennials, innovate in new entertainment technologies, and build tomorrow's world. We are proud to associate ourselves with the new digital momentum of an iconic French company like TF1."*

About TF1

TF1 is France's leading private-sector free-to-air broadcaster. Its five complementary free-to-air channels (TF1, TMC, NT1, HD1 and LCI) had an average combined audience share of 27.7% in 2015. The rolling news channel LCI joined the Group's free-to-air digital offering in 2016. The Group is actively adapting to new forms of content consumption to strengthen its market-leading digital offering. TF1 also offers exclusive digital content and video on demand in order to reach all audience segments across the full range of platforms.

About MinuteBuzz

MinuteBuzz is France's leading entertainment group for millennials. Reaching 2 out of 3 millennials on social networks in France, MinuteBuzz is followed by over 9 million people on social media and generates 250 million video views every month. The raison d'être of MinuteBuzz is the same as it always has been: helping to change the world by making people happy. Everything MinuteBuzz creates aims to make 18 to 35 year-olds happier.

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