



PRESS RELEASE

Boulogne, 3 October 2018

THOMAS JACQUES

APPOINTED CHIEF TECHNOLOGY OFFICER OF THE TF1 GROUP

Effective 2 October 2018, **Thomas Jacques** has been appointed **Chief Technology Officer** of the TF1 group, heading up the Technical and IT departments. Reporting to Arnaud Bosom (a member of the TF1 group Executive Committee and Executive Vice President, Human Resources and CSR), Thomas is tasked with specifying and implementing an overhaul of the Group's IT systems, especially at TF1 Publicité.

At a time when TF1 is radically transforming its business mix and organisational structure, upgrading our production and broadcasting resources is key to our remaining competitive.

The skills honed by Thomas at Google (in Ad Tech, programmatic advertising, data marketing and IT systems) will help us drive forward our transformation.

This expertise is supported by his excellent knowledge of the TF1 group, and of our technical and IT teams, where he served in a variety of roles between 2003 and 2012. These qualities give him every chance of success in his new role.

Thomas Jacques

A 44-year-old father of two, Thomas is a graduate of the Ecole Centrale de Paris, and began his career in 1998 with Arthur Andersen and the Boston Consulting Group.

Thomas joined the TF1 group in 2003 as Head of the Finance Department. He was appointed Head of Innovation in 2006 and then Chief Operating Officer at e-TF1 in 2008, where he managed the technical and innovation teams working on the first MyTF1 service on IPTV. In 2010, Thomas was promoted to Head of Strategy of the TF1 group.

In 2012, Thomas moved to Google, where he launched their European Ad Tech business, including the "DoubleClick Bid Manager" programmatic ad buying tool. From 2015, he ran Google AdExchange for the EMEA region.

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