



Boulogne-Billancourt 2nd April 2014



TF1 LICENCES WINS THREE PRIZES AT TROPHÉES DES MARQUES AWARDS

TF1 Licences, a TF1 group subsidiary, won three prizes at the Trophées des Marques Awards in the Best Sports Licence, Best Brand Licence and Best Innovation categories.

Organised by the rights organisation Fédération Française des Droits Dérivés, the Trophées des Marques Awards have for three years been presented to the best licences in the French market. The winners are selected by a jury of marketing and distribution professionals.

BEST SPORTS LICENCE: ALL BLACKS

New Zealand's All Blacks team is a legend in the world of rugby. A symbol of national pride, the team went unbeaten in 2013. Blending style, tradition and power, this licence has been rolled out by TF1 Licences since 2009 in the watch (SMB) and luggage (La Plume Dorée) sectors. With the Rugby World Cup just one year away, this original rights operation earned the All Blacks the Best Sports Licence.

BEST BRAND LICENCE: HARIBO

Haribo, a leader in the confectionery sector with its best-selling Tagada, Dragibus and Chamallows products, has stood as a quintessential trans-generational brand since 1920. TF1 Licences distributes the brand for numerous licence holders in the worlds of publishing (Hachette), clothing (Stone Kids), tableware (Gers Equipement) and stationery (Letterbox). Haribo won in the Best Brand category.

BEST INNOVATION: MASTERCHEF

Masterchef is the biggest amateur chef competition in France. A ratings success in France, the programme has over four seasons established itself as a standard-setting culinary brand. In a first in Europe, an airline company, XL Airways France, has joined forces with TF1 Licences as part of an innovative Masterchef licenced competition in which contestants were asked to develop a creative and delicious tray meal. The winning meal has been served on XL Airways long-haul flights since December 2013. The original campaign won in the Best Innovation category.

Commenting, Hubert Taieb, Deputy CEO of TF1 Entreprises in charge of TF1 Licences, said: "We are delighted that TF1 Licences was singled out for awards by distribution and licence professionals. The awards acknowledge the work achieved by our teams to showcase the brands in our catalogue, which continues to grow. We would also like to thank the rights holders of these properties for their support and trust."

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