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[16.10.23] **PRESS RELEASE**

FRANCOIS-XAVIER PIERREL NAMED CHIEF DATA & AD TECH OFFICER OF NEW DATA ADTECH DIVISION

Effective 16 October 2023, François-Xavier Pierrel has been appointed as TF1 Group's Chief Data & Ad Tech Officer. He heads up the new Data AdTech division, reporting to François Pellissier, Executive Vice President Business & Sport at TF1 group.

The arrival of François-Xavier Pierrel and the creation of this division are key to our digital acceleration strategy and our desire to strengthen our expertise in data, CRM, analytics and AdTech.

François-Xavier is an acknowledged expert in using data to achieve transformation. His mission is to devise the data strategy that best fits the Group's ambitions, and to set up a tech stack that meets the needs of advertisers and supports the development of MYTF1.

The new division is in charge of:

- Collecting, processing and engineering our user data lake
- Data science and data analysis
- TF1 Pub's Ad Serving & Optimisation activities
- Development and coordination of TF1 Pub's AdTech and tech partnerships
- MYTF1's Ad Decisioning Feature Team
- Machine Learning
- Governance and data compliance



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François Pellissier, Executive Vice President Business & Sport, says: "I am very happy to welcome François-Xavier to TF1 Group's Business Directorate, and I wish him every success in his new role. He is a consummate professional, and during his career he has amassed considerable expertise, which is acknowledged by the industry. François-Xavier is ideally suited to taking control of all our data activities and supporting the Group's digital strategy. He will work in close collaboration with Sylvia Tassan Toffola, CEO of TF1 PUB, and Claire Basini, Executive Vice President BtoC at TF1 Group."

François-Xavier Pierrel

François-Xavier is 48 years old. From November 2018 he was Chief Data Officer at the JCDecaux group, where he was in charge of data strategy, and using data to drive transformation. He founded the group's data arm, which now employs 75 people and operates in 40 countries. This led to him being included in the "Global Top 100 CDOs".

Previously, as Head of Data, CRM & Social at the Renault group, he supported the business as it accelerated its use of customer data. His career has been entirely in digital, serving in various roles internationally for major platforms. He led the Marketing Science Southern Europe team at Meta and was in charge of Microsoft's AdTech business in France, Belgium and Switzerland.

Before that he spent 10 years in telecoms, developing Asian and American companies.

François-Xavier holds an Executive MBA and Masters in Brand Strategy from CELSA.

About the TF1 group

The TF1 group is a major player in the production, publication and distribution of content.

Our operations are split between two divisions:

The Media division is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), our on-demand content platforms (MYTF1, TFOU MAX), and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One. The Production division, with Newen Studios, is home to 40 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.

The TF1 group has operations in around 10 countries, and employed 2,810 people as of 31 December 2022. In 2022, the Group generated revenue of €2,508m (Euronext Paris, compartment A: ISIN FR0000054900).

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