



MEDIAWAN: A NEW ORGANIZATION TO SUPPORT THE GROUP'S INTERNATIONAL AMBITIONS

- **Implementation of an operational organization based on 4 core businesses, each steered by a team reporting directly to Mediawan's Management Board**
- **Strengthening of the Group's cross-business functions, to also facilitate the integration of future acquisitions, notably abroad**
- **New visual identity for the Group and its core businesses enhancing Mediawan's visibility among his international partners**

Paris, September 10, 2018, 6.30 pm (CEST) - Mediawan (Ticker: MDW - ISIN: FR0013247137), an independent European audiovisual content platform, ahead of the publication of its half-year results, details its new organization based on 4 core businesses.

The acquisitions carried out by Mediawan have enabled it to constitute a solid asset base with strong positions on complementary business lines. In order to continue the development of these activities in a strategically integrated manner and facilitate the implementation of synergies, the Management Board decided to adopt a new organization that better reflects Mediawan's specificity and offer, an integrated Group on the whole audiovisual contents value chain.

The Group is thus now structured around 4 core businesses:

- **ORIGINALS: production of original content, fiction and documentaries**

The leading producer of fiction and documentaries in France with 13 production companies incorporating the best talents, the **Originals** core business lies at the heart of Mediawan's strategy. It will be steered by a dedicated team recognized within the industry, currently being put together.



- **ANIMATION: production and management of animated content**

European leader in animated content behind global franchises in animated series (such as *Miraculous*) and feature films (such as *Playmobil*), the **Animation** core business is ideally positioned to benefit from the dynamism of this buoyant market. It is headed by Aton Soumache, founder of ON kids & family.



- **RIGHTS: distribution of audiovisual programs**

With a catalog of over 13,000 hours of programs, supplemented by more than 250 hours of new productions each year and enjoying substantial distribution capabilities in France and abroad, the **Rights** core business includes all of Mediawan's distribution activities. It is led by Valérie Vleeschhouwer, who was at the helm of this activity at Groupe AB.



- **THEMATICS: publishing of channels and associated digital services**

Mediawan is acknowledged to be a leader in content aggregation: in recent months, the **Thematics** core business has strengthened and perpetuated its relations with TV and telecoms operators to distribute its channels and content amongst a very broad audience. It is headed by Richard Maroko, who was at the helm of this activity at Groupe AB.



Pierre-Antoine Capton, Mediawan's Chairman, says: *"To continue operating efficiently and maintain its agility, Mediawan is adopting an organization to steer the next stages of its development. More than ever focused on achieving its objectives, Mediawan intends to confirm its position as European leader in the production of premium contents."*



Considered operational organization within the Mediawan group

The four core businesses are managed independently, each headed by a specific team. By their very nature, they are complementary with numerous areas of cooperation. The **Rights** activity, in particular, remains central to the way the Group operates, via the marketing of the content produced by the **Originals** and **Animation** core businesses and the supplying of programs for the **Thematics** core business.

Mediawan' ambition is to have these core businesses backed by a strengthened group structure that will be developed and incorporate, within Mediawan, cross-business expertise in various operational and functional areas. This structure, that may encompass Groupe AB and Mediawan's support functions, will be reinforced in order to gradually accompany the entire Group, enable activities to be steered in a more efficient manner and will provide the Board with better readability.

This strengthening will also involve the recruitment of new expertise making it possible to pool know-how and initiate a consistent strategy on major focuses for the entire Group. Digital technology and the development of projects on new business models would notably be targeted.

Within the core businesses, each production company will retain its own label, and similarly each channel will continue its activity under its own independent brand. The aim is to protect the independence of the Group's talents, particularly regarding editorial aspects, while optimizing the Group's structure and offering solutions to create additional value together.

Evolution in the Supervisory Board

Andrea Scrosati, in order to avoid potential conflicts of interest with his new position, has resigned from the Supervisory Board. Therefore, Mediawan's Supervisory Board, chaired by Pierre Lescure, is constituted by 8 members.

Next financial press release: H1 2018 results, on Thursday September 27, 2018 (after market).

About Mediawan

Mediawan was incorporated in December 2015 as a Special Purpose Acquisition Company (SPAC) by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, and the following year raised €250 million through an IPO on the Euronext regulated market in Paris. Mediawan has carried out 7 strategic acquisitions since March 2017, thus consolidating a new independent player in audiovisual content with a leading position in Europe. The Group operates on 4 segments: the production of original fiction and documentary content, the running of animated brands, the distribution of audiovisual content and the publishing of channels and digital services.

For further information, please visit the Mediawan website: www.mediawan.fr

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