



Press Release

Paris, March 18th 2016

Xilam appoints Marie-Laure Marchand EVP Global Consumer Products

Award-winning French animation company Xilam has appointed Marie-Laure Marchand to the role of Executive Vice President, Global Consumer products.

In her new position Marchand will help the company develop and implement Global Consumer Products' strategies that benefit Brand Building and revenue growth. She will report directly to Marc du Pontavice, founder and President of Xilam.

Prior to joining the company, Marie-Laure was in charge of Global Licensing Acquisitions for **Brand Loyalty**, a company specialized in promotion and loyalty in food retail. Previously, Marchand worked at **Studio 100** where she created the International Consumer Products & Marketing division, and was responsible for the outstanding, international success of **Maya the Bee**.

Marie-Laure started her career in the Kids Entertainment industry at **Nelvana** where for more than 9 years, as the Head of the Consumer Products Department, she managed prestigious brands such as **Babar**, **Franklin** or **Beyblade**, to name just a few.

Marc du Pontavice, founder and President of Xilam has said, "We're delighted to welcome on board Marie-Laure Marchand whose expertise will strengthen Xilam's Consumer Products global expansion. This is further proof of our commitment to investing in a strong sales team to exploit our quality show roster."

Xilam will be announcing additional appointments in their sales department shortly.

Worldwide distribution rights are handled by Xilam.

About Xilam

Founded in 1999 by Marc du Pontavice, Xilam is a production company specializing in family-oriented, audiovisual and multimedia content. Xilam creates, produces and distributes cartoons, animated series and feature films for TV, the cinema and all cutting-edge technological and media platforms.

With a catalogue of 1500 episodes of internationally acclaimed programs, Xilam currently employs 300 people, including 200 artists, operating from its three studios: Paris, Lyon and Hô-Chi-Minh City, Vietnam.

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