



Press Release

Paris, June 9th, 2017

Xilam Animation promotes François-Xavier de Maistre to Executive Vice President of Organisation and Human Resources

Xilam, the award-winning French animation production company, has promoted F. Xavier de Maistre to **EVP of Organisation and Human Resources** in order to usher the company through its present development and manage Xilam's future growth.

The responsibilities of his new role will include leading recruitment strategies, optimizing in-house organisation and management, forecasting for future positions. F. Xavier de Maistre will also continue to head-up Xilam's corporate communication division, which he has been overseeing ever since Xilam Animation entered the stock market in 2002.

F. Xavier de Maistre joined Xilam in 2000 and since then has worked alongside CEO and Founder, Marc du Pontavice, during the company's major developments, including: leading the corporate and financial communication during Xilam's entry on the stock market; creating the marketing department from the outset; developing the corporate brand internationally; growing the company's merchandising activity; as well as diversifying revenue sources.

Over the past three years, F. Xavier de Maistre has led the world-wide digital implantation and expansion of Xilam's catalogue brands – an activity that boasted, during 2016, over 2.2 billion views on YouTube and has consolidated an important number of social network communities such as its 3.5 million fans on Facebook.

He has also developed numerous licensing activities for Xilam's key shows and produced and launched a mobile app for *Oggy & the Cockroaches* which has had more than two million downloads in France alone.

Within the framework of his new position F. Xavier de Maistre took active part in the recruitment of his successor, who will be announced shortly.

Marc du Pontavice says: "For 17 years F. Xavier de Maistre has been a remarkable collaborator, demonstrating a unique plasticity in his skills, and a great supporter of Xilam's bold and various enterprises. We are entrusting him with inspiring and managing the organisational change driven by the rapid growth of the company while comforting and nurturing the many talents here at Xilam."

F. Xavier de Maistre said: "With its 400 (and growing) employees, spread over four different sites – Paris, Angoulême, Lyon, Ho-Chi-Mihn-Ville – I am excited at the prospect of taking on more varied responsibilities, with the emphasis this time on human resources and corporate brand growth. This new role, which readies our company for challenges of the future, will also open up formidable perspectives for sustainable development in the years to come."

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About Xilam

Xilam is one of Europe's leading animation companies, producing and distributing original children's and family entertainment content in both 2D and CGI formats across TV, film and digital media platforms.

Founded in 1995 by Marc du Pontavice, the award-winning Paris-based company owns a catalogue of more than 2,000 animated episodes and 3 feature films including strong brands such as Oggy & the Cockroaches, Zig & Sharko, The Daltons, Rolling with the Ronks and its first pre-school property, Paprika.

Broadcast in over 160 countries on all the major global children's TV networks, these series are also breaking records on all the major digital platforms, notably YouTube with over 2.2 billion views in 2016, ranking Xilam as one of the top global digital content providers in animation.

Xilam employs more than 400 people, including 300 artists, who are based across its four studios located in Paris, Lyon, Angoulême and Hô-Chi-Minh Ville in Vietnam.

Xilam listed on the Euronext Paris / Ticker: XIL / ISIN code: FR0004034072.

Xilam eligible for the PEA-PME.

