



Press Release

Paris, May 17th, 2017

Morgann Favennec joins Xilam Animation

Industry heavyweight appointed as Executive Vice President Development & Global Sales

Xilam Animation has today announced the appointment of a new Executive Vice President of Development and Global Sales. **Morgann Favennec** joins Xilam at a time of rapid expansion across all the company's areas of business including development, production and distribution with a growing number of new platforms and networks.

A unanimously praised professional and an important player in the global audiovisual market, Morgann has played a major role throughout her career in the success of numerous world-renowned programs such as the extremely popular *Peppa Pig*, *Geronimo Stilton* and *Pat the Dog*, which quickly became powerful brand names in France and throughout the world.

Working under **Marc du Pontavice, Founder and President of Xilam**, Morgann will be responsible for the development of the company's commercial activities, whether it be exploiting new markets or positioning the group for new business opportunities. Her role will also encompass searching for potential acquisitions and co-productions both domestically and internationally.

She will also be actively involved in supervising the development of new intellectual property and copyright within the company. Within the framework of reorganizing Xilam, Morgann will lead a team of fourteen, divided into four distinct poles of activity: Marketing, Sales, Digital and Licensing.

After obtaining a Masters in International Sales Negotiation (Sorbonne) and earning her first job with Europe Images (today, LE Rights), Morgann joined Salsa Distribution, a specialist in the Latin-American market, in 1997. When the company was purchased by **TV-Loonland**, she was offered the opportunity to concentrate on the European market, by selling series such as *Clifford the Big Red Dog* or *Les Petits Fantômes* (Little Ghosts). Working as an independent consultant, she was also responsible for bringing *Peppa Pig* to France.

She then joined the Walt Disney Company Group as **Acquisitions Manager for Disney Televisions**. In 2006, she teamed up with the **M6 Group** (Bertelsmann), where she was **Head of Children's programs**, and where she remained until May 2013, when she returned to the world of international distribution in order to found and run **Superrights**, as **Deputy Managing Director**.

Marc du Pontavice – Founder and President of Xilam: “Morgann has an impressive track record and incredible expertise in programming for the youth market sector. She masters and understands all key areas of activity, from the creative process to distribution, from acquisition to negotiation. She has proven credibility in all of the international markets, and we are extremely happy that she has agreed to put her know-how at the service of helping Xilam and all of its brands as the company continues to grow.”

Morgann Favennec - Executive Vice President Development & Global Sales: “In just 20 years, Marc and his talented teams have been able to create and solidify brand names that have become references for millions of children and families in France and around the world. Today, I am happy and extremely proud to be joining this amazing company and I will be investing all of my energy and competence towards working for Xilam’s continuing success and expansion.”

Morgann Favennec will officially join the Xilam team on July 3rd, 2017.

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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.

