



Press Release

Paris, June 13th 2017

**Xilam appoints
Nicolas Halftermeyer as
SVP of Marketing and Digital**

Award-winning French animation company Xilam has appointed Nicolas Halftermeyer as Senior Vice President of Marketing and Digital.

In his new position, Nicolas will develop and implement Marketing and Digital strategies that benefit Xilam's series' brand recognition and online revenue growth.

Nicolas has 20 years of experience in digital and innovative marketing, and in 2015 Marketing Magazine listed him as one of France's "Top 10 CMOs of the year". Prior to joining Xilam Nicolas was **Chief Marketing Officer** at **Parrot**, a global leader in drones and electronic consumer products. Nicolas also has a proven track record in online videos, both organic and viral, producing more 200 videos for Parrot on YouTube and working with such major YouTube heavyweights as **Pewdiepie** and **Cyprien**.

Nicolas is also an expert in VOD (video-on-demand) start-ups, having worked prior to Parrot as Marketing Manager of **Netgem**, a smart TV set-top-box manufacturer, and **Glowria**, a pioneer in subscription video services, merged with Video Futur.

Marc du Pontavice, founder and President of Xilam has said, "We're delighted to welcome Nicolas on board. His expertise in digital marketing will help Xilam expand the brand awareness of its characters, initiate new growth opportunities, and overall mark an important next step for the company".

Nicolas Halftermeyer will report directly to Morgann Favennec, **Executive Vice President of Development and Global Sales**.

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For further press information, please contact Eva Pitarides at DDA Blueprint:
+44 20 7932 9800 or eva@ddablueprint.com

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

Xilam is eligible for the PEA-PME.


