



Paris, 21<sup>st</sup> February 2019

---

## **Xilam Animation Appoints Safaa Benazzouz as SVP Media Sales Distribution**

- *Former Superights Sales Manager to handle Latin America, Middle East, Africa and Southern Europe markets*

---

Award-winning French animation studio, Xilam Animation, has appointed Safaa Benazzouz to the position of SVP Media Sales Distribution for Latin America, Middle East, Africa and Southern Europe.

Benazzouz will report to Morgann Favennec, EVP Global Sales Development, and will be responsible for sales across Xilam's portfolio of kids' animations including *Oggy and the Cockroaches*, *Zig & Sharko*, *Paprika* and new series *Mr Magoo* and *Moka*. She will be based in Xilam's head office in Paris and commences her role on Monday 25<sup>th</sup> February. Benazzouz will also work alongside Céline Carenco SVP Media Distribution who handles the Asia-Pacific, Northern and Eastern Europe markets to continue expanding Xilam's international reach.

Benazzouz joins Xilam from French kids' distribution company Superights where she held the position of Sales Manager for Asia, Latin America, Spain, Middle East, Africa and In-Flight sales and was also involved in acquisitions and global strategies. Benazzouz first joined Superights as a Sales Assistant when the distributor was first founded by Favennec in 2013, playing a key role in building the company and quickly progressing to her most recent position.

Morgann Favennec, EVP Global Sales Development at Xilam Animation said: "We're thrilled to be welcoming Safaa to the Xilam Animation team. Having worked closely with Safaa in her previous role, I know that her wealth of experience in maximising sales opportunities for kids' animated content makes her the ideal candidate to continue accelerating our presence in Latin America, MEA and Southern Europe and identifying new areas of growth."

Safaa Benazzouz added: "I am delighted to be joining Xilam during this exciting time of expansion. As Xilam continues to build its colourful portfolio of internationally loved kids' animations, I look forward

### **Xilam Animation**

57, boulevard de la Villette – 75010 Paris – FRANCE / Tel: +33 (0)1 40 18 72 00 / [www.xilam.com](http://www.xilam.com)  
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A  
TVA intra-communautaire : FR62423784610





to once again working closely with Morgann and the rest of the team to bring the studio's content to new audiences."

**ENDS**

For further press information, please contact Charlotte Newcombe at DDA Blueprint:

+44 7726 901129 or [xilam@ddapr.com](mailto:xilam@ddapr.com)

### **About Xilam**

Xilam is one of Europe's leading animation companies, creating, producing and distributing original children's and family entertainment content across TV, film and digital media platforms.

Founded in 1999 by Marc du Pontavice, Xilam owns a catalogue of more than 2,000 animated episodes and three feature films including strong brands such as *Oggy & the Cockroaches*, *Zig & Sharko*, *The Daltons* and its first pre-school series, *Paprika*.

Broadcast in over 190 countries on all the major TV networks and digital platforms, including YouTube with over 300 million video views monthly, Xilam's programme catalogue makes the company one of the top global 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 Ho-Chi-Minh City in Vietnam.

#### **Xilam Animation**

57, boulevard de la Villette – 75010 Paris – FRANCE / Tel: +33 (0)1 40 18 72 00 / [www.xilam.com](http://www.xilam.com)  
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A  
TVA intra-communautaire : FR62423784610

