



Paris, 29 April 2019

Xilam Animation Appoints Capucine Humblot as Head of Licensing and Merchandising

Award-winning French animation studio, Xilam Animation, has appointed Capucine Humblot to the position of Head of Licensing and Merchandising.

Humblot will report to Morgann Favennec, EVP Global Sales Development, and will be responsible for supervising Xilam's consumer products activity across its globally successful properties including *Oggy and the Cockroaches*, *Zig & Sharko* and *Paprika*, in addition to developing the strategic licensing and merchandise plans for the ambitious recently announced spin-off preschool series, *Oggy Oggy*. She will be based in Xilam's head office in Paris and commences her role today.

Humblot joins from established distributor of games, collectibles and toys, Asmodée where she held the position of Brand Developer and managed the internal creative team. Prior to this, Humblot was Product Manager at TF1 Games / Dujardin and handled toys and games for kids, from conception through to production. She started her career at Mattel as Product Manager Assistant on brands including Barbie, Monster High and Fisher Price.

Morgann Favennec, EVP Global Sales Development at Xilam Animation said: "I'm delighted to welcome Capucine to the Xilam team. Capucine's experience in developing and managing successful product ranges makes her the ideal candidate to lead our consumer products activity and deliver significant value to our business. I look forward to closely alongside Capucine as she not only builds upon the success of our existing international consumer products offering, but also develops an innovative and engaging range of preschool targeted products to support our exciting new series *Oggy Oggy*."

Capucine Humblot added: "It's a hugely exciting time to be joining Xilam as the company continues to grow its fantastic slate of content and expand into new areas, including preschool and family content. I look forward to working closely with the team to build upon Xilam's cross-portfolio merchandise ranges alongside assembling a dynamic product range for *Oggy Oggy*."

Xilam Animation

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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.

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