



Press release

Paris, 31<sup>st</sup> May 2022

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## **Xilam Animation appoints Julie Appéré as Talent Scout**

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Following a period of acceleration in the company's growth and production volume, Xilam Animation is further expanding with the appointment of **Julie Appéré** in the newly created position of **Talent Scout – Head of Talent Acquisition and Management**.

Appéré is a highly respected and valued professional; by all artists, creative talent, technicians and production colleagues alike. In this newly created position, she will oversee the strategic scouting of talent, support the mobility of artists whilst also strengthening and promoting the Xilam brand at markets, festivals and in schools.

As part of her remit, Appéré will also play a crucial and strategic role in the development of the group's social policy by leading across all activations in support of the fundamental principles and values carried by the company. Namely the fight against discrimination, and the championing of diversity, inclusion and equal opportunities.

Reporting to Marc du Pontavice, President, and Dorothée Lanchier, Deputy Chief Executive Officer across Content and Production, this new position will focus on human capital and wellbeing, quality of life at work and responding to the rapid growth of the group's human resources department, whilst also reinforcing and cultivating the company's values.

**Marc du Pontavice:** *"For more than 10 years, Julie has been supporting Xilam's creative teams with huge success as well as kindness and professionalism. An expert in animation production,*

### **Xilam Animation**

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*with great interpersonal skills that give her access to a wide network of talent, Julie is a major asset in engaging and uniting teams of artists and technicians. Today, we entrust her with the responsibility of being both the entry point and reference within Xilam for all artists, to accompany their individual journey in the service of the Group's collective projects. Xilam is committed to the value of talent and innovation for the success of our business projects."*

**Julie Appéré:** *"Xilam employs 500 people across four sites – Paris, Lyon, Angoulême and Ho-Chin-Mihn-Ville – and I am delighted to take on these new cross-functional responsibilities, looking after human capital and employer branding. This function, which allows the company to prepare for new challenges, also opens up new development prospects for the years to come."*

### **Biography Julie Appéré**

After studying sociology, Julie began her career in bookstores and then found a position at Cornelius editions as an editorial assistant and head of manufacturing. It is within this house that her taste for drawing, auteurs, teamwork, good food and beautiful work developed. It is therefore very natural that she seized the opportunity to join Xilam in 2010 to become an assistant director on the first season of *Zig & Sharko*. She was assistant director on many productions while being regularly involved in the development of pilots and teasers within the development department. In 2018, her career evolved towards production on the Moka series alongside Andrés Fernandez as director.

In parallel with this activity, Julie plays punk music in cellars and works within the association *Salut les Zikettes!* which she co-founded and which works mainly on issues of empowerment and inequalities in gender representation in music.

### **About Xilam**

A major player in animation, Xilam is an integrated studio founded in 1999 that creates, produces and distributes original programs in more than 190 countries for children and adults, broadcast on television and on SVOD streaming platforms (Netflix, Disney+, Amazon, NBC Universal, ...) and AVOD (YouTube, Facebook, ...). With a globally recognized creativity and capacity for innovation, editorial and commercial expertise at the forefront of its industry, Xilam is positioned as a key player in a fast-growing market. Xilam builds real successes every year and capitalizes on powerful historical brands (Oggy and the cockroaches, Zig & Sharko, Where's Chicky?... ) and new brands (Oggy Oggy in preschool, Mr. Magoo, Karate Sheep...), which establish and expand an important catalog consisting of more than 2,700 episodes and 3 feature films including *I Lost My Body* nominated for the Oscars. Xilam has unique expertise in both 2D and 3D. Xilam employs more than 500 people, including 400 artists, spread across its studios in Paris, Lyon, Angoulême and Ho Chi Minh in Vietnam.

Xilam is listed on Euronext Paris Compartment B - PEA Eligibility - Long SRD.

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