

## **APPOINTMENTS / ORGANIZATION OF M6 GROUP**

M6 Group is pleased to announce the following appointments, which testify to the strength of the teams and depth of talent that have been developed over the last few years within the Group:

### **1. M6 Publicité :**

- **David LARRAMENDY**, aged 40, currently Managing Director of the Ventadis Division, **has been appointed Managing Director of both M6 Publicité and M6 Interactions as of 8 December 2014.** His appointment to the Executive Board will be proposed at the next Supervisory Board meeting, to be held on 17 February 2015.

*A graduate of Supélec and holder of an MBA from the Wharton School of the University of Pennsylvania, he began his career with Ernst & Young before joining Mistergooddeal when it was created in 2000. He then worked in Goldman Sachs' London offices before joining M6 Group in 2008 as Head of Commerce for the Ventadis division, of which he became Managing Director in 2010.*

- **Guillaume CHARLES**, aged 39, currently M6 Group Head of Strategy, Development and Distribution, **has been appointed Deputy Managing Director of M6 Publicité, responsible for Marketing, Studies and Digital.**

*A graduate of the Paris Ecole Centrale and holder of an MBA from Insead. After working in Strategic Consulting at Arthur D. Little, he joined the RTL Group's M&A team in Luxembourg. In 2008, he joined M6 Group as Head of Strategy and Development, and in 2012, the distribution of Group channels and services was added to his remit.*

- **Jean-Xavier BOUXOM**, aged 43, Deputy Managing Director responsible for Commerce.

*Jean-Xavier joined M6 Group in December 2011. He was previously Managing Director for Commerce at CBS Outdoor, who he joined in 2007. He began his career as Advertising Manager at Publiprint and subsequently at IP. He then joined Le Figaro Assistant Head of Advertising (1999-2002). Between 2002 and 2007, he worked for Espaces Libération, first as Head of Sales and subsequently as Deputy Managing Director.*

- **Michele BENZENO**, aged 44, Head of M6 Publicité Digitale.

*Michele joined M6 Group in November 2013, having spent 11 years at Yahoo first as Head of Partnerships and Sponsorships and subsequently as Head of Sales and Manager of the Yahoo! France Studio. She began her career at Le Figaro as Advertising Manager, and in 1996 became Advertising Project Manager at Prisma Group. From 2001 to 2007, she served as Head of Sales Manager for the Lifestyle Department at Roularta Media Group.*

- **Ronan DUBOIS**, aged 41, currently Head of M6 Mobile within M6 Web, has been appointed **Head of Global Strategies and Creation for M6 Publicité**, as of 1 January 2015.

*A graduate of EBS, Ronan DUBOIS began his career in 1997 as Product Manager at Yoplait, and subsequently Bahlsen. In 2003, he joined SFR Group as Loyalty Marketing Manager. In March 2008, he joined M6 Group as Head of M6 Mobile.*

2. **Ventadis** (Home Shopping Services and its subsidiaries Mon Album Photo, Best of TV, Luxview and Printic):

The Ventadis Division will be led by **Ronan de FRESSENEL**, aged 46, currently Deputy Managing Director of M6 Publicité, who has been appointed **Managing Director of the Ventadis Division** as of 1 January 2015, replacing David LARRAMENDY. He will report to Eric d'HOTELANS, Chairman of the Ventadis Division.

*A graduate of ESCP, Ronan began his career at CPC France before joining MARS Group (Unisabi) where he successively held various marketing posts, at both local and international level. In 2001, he became Head of Marketing for MARS Chocolat. In 2006, he joined M6 Publicité as Head of Marketing and in 2009, he became Deputy Managing Director with responsibility for Marketing and Studies.*

3. **M6**:

Lastly, **the Group's Strategic Development** and **the M6 Mobile service offered by Orange service** are now respectively entrusted to:

- **Henri de FONTAINES**, aged 40, currently Deputy Managing Director responsible for Global Strategies and Creation at M6 Publicité and Managing Director of M6 Interactions, has been appointed **M6 Group Head of Strategy, Development and Distribution**. He will report to the Chairman of the Executive Board.

*A graduate of HEC, Henri began his career at AT Kearney and in mergers and acquisitions at Toulouse & Associés. His appointment in 2003 bolstered M6 Group's Strategic Development team. In 2006, he became Company Secretary for the production company Studio 89, prior to his appointments as Managing Director of M6 Créations in 2011 and M6 Interactions in 2014.*

4. **M6 Web**:

- **Barbara STEINERT**, aged 41, currently Company Secretary for M6 Web, has become **Head of M6 Mobile at M6 Web, whilst retaining her current duties**. She will report to Valéry GERFAUD, Managing Director of M6 Web.

*A graduate of ESSEC, Barbara began her career in 1996 with Bossard Gemini Consulting. In 2000, she became Strategy and Development Officer at M6 Group, where she became Head of Strategic Studies and Projects in 2004. In 2008, she joined M6 Web as Company Secretary.*

The Executive Board

Neuilly sur Seine, 27 November 2014



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M6 Métropole Télévision is listed on Euronext Paris, Compartment A.  
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