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Professional Women's Network (PWN-Paris) signs a partnership agreement with FIFTY-FIFTY, the TF1 group's diversity network

Professional Women's Network-Paris, Europe's largest network of women executives and business leaders, and FIFTY-FIFTY, the TF1 group's diversity network, have signed a partnership agreement with a view to developing joint initiatives on diversity and boosting the involvement of men at all levels of the company

Unlocking synergies to foster diversity

The visibility of the Professional Women's Network (PWN) makes it a real player in change. That status attracted the interest of the TF1 group's new diversity network FIFTY-FIFTY, launched in June 2015 and now counting nearly 130 members, around 20% of whom are men. The agreement signed with PWN-Paris makes the TF1 group the leading media partner of PWN and enables FIFTY-FIFTY members to take part in conferences, workshops and discussion and inspiration forums as well as in meetings with other major companies as part of the PWN-Paris network.

"The FIFTY-FIFTY diversity network is the result of more global thinking on gender diversity initiatives to be led at the Group. From the moment of its creation, it needed to rely on a well-established international and multi-sector network to stimulate rapid growth in its ideas and initiatives," say the founders of the FIFTY-FIFTY network.

A shared objective: diversity concerns everyone!

The aim of the partnership between PWN-Paris and FIFTY-FIFTY is to establish and communicate their shared values and convictions, and in particular the conviction that diversity is key to performance. Because for FIFTY-FIFTY, diversity is not just an issue for women and by women; above all, it is a question of performance, modern leadership and a wide-ranging project of change management.

"With PWN's expertise and support, we will be able to bring the men and women in our network the tools they need to develop their personal and professional empowerment," say the founders.

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“Together with FIFTY-FIFTY, we are seeking to enhance our contribution to debate on diversity with a view to lifting obstacles to the career development of women and to progress in diversity in corporate management and governance bodies,” says Françoise Derolez, co-president of PWN-Paris. *“Diversity is a factor of change and performance. Strengthening dialogue between men and women is vital to mutual understanding, which in turn makes the professional environment more efficient and balanced,”* adds Cécile Bernheim.

While major room for improvement remains, we are seeing a new dynamic at companies that now acknowledge diversity as a performance driver.

About PWN Paris

Created in Paris in 1996 by Avivah Wittenberg Cox, the dynamic and influential Professional Women’s Network (PWN) is today’s leading international network for professional women. The PWN network has 3,500 members (of whom 800 in Paris alone) from different countries, sectors and professions. It organises over 80 events a year, the aim being to foster the professional development of its members and create an international network of women executives and business leaders looking for mutual support. Present in 25 European cities, PWN continues to grow outside Europe, having opened an office in Sao Paulo last year and with plans to do the same in Dubai and Lagos, among other destinations.

<http://www.pwnparis.net/>

About FIFTY-FIFTY by the TF1 group

The FIFTY-FIFTY network was created in June 2015 on an initiative by three employees, Mari Guyot, Céline Roux and Angélique Tessier. To go beyond stigmas, they decided to lend new impetus to thinking on diversity at the TF1 group by opening the network up to men. FIFTY-FIFTY today counts over 130 members, around 25% of whom are men. It is the leading diversity network in the media sector in France.

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