



PRESS RELEASE

Boulogne, 30 January 2019

THE TF1 GROUP IS ENTERING INTO EXCLUSIVE NEGOTIATIONS WITH JÉRÔME DILLARD, FORMER CEO OF TEleshopping, WITH A VIEW TO SELLING THE OPERATIONAL SIDE OF TEleshopping'S BUSINESS

At a time when the distance selling business is changing fast, the TF1 group has decided to concentrate on broadcasting telesales programmes on its channels and therefore is proposing to sell the operational side (product sourcing, marketing, TV production, etc.) to Teleshopping's former CEO Jérôme Dillard, an independent entrepreneur and acknowledged specialist in telesales, consumer goods, specialist retail and customer relations, with whom TF1 has entered into exclusive negotiations.

Jérôme Dillard is currently a consultant to companies specialising in customer relations and digital in France and abroad. He has more than 13 years' experience at the head of the two leading players in France (the M6 group's Home Shopping Service between 2000 and 2007, and then the TF1 group's Teleshopping between 2010 and 2016). He has bid to take over the operational side of the business and drive its future development.

Jérôme Dillard has committed to retaining all staff.

In return, the TF1 group has agreed to continue broadcasting teleshopping programmes on its channels for the next five years.

The proposed transaction will, as required by law, be subject to scrutiny by the relevant employee representative bodies.

About Teleshopping

Set up in 1987, Teleshopping is one of the main players in distance selling in France. Its business is organised around two brands: Teleshopping and Euroshopping. Teleshopping handles telesales via programming on the TF1 channel, its own catalogues and website, plus two stores and a major retail presence through a partnership with Venteo. Euroshopping offers infomercials on some unencrypted DTT channels, plus cable and satellite channels (RTL9, TFX, TMC, Direct 8, Eurosport, etc.).

Jérôme Dillard

Having graduated from Essec in 1982, Jérôme Dillard began his career in major French and international groups operating in consumer goods (Nestlé – 1984/1988, Sarah Lee – 1993/2000) and retail (Thorntons Group – 1988/1992), first as marketing director and then as CEO. He joined the M6 group in July 2000 to head up telesales and diversification, as well as digital, where he led the launch of M6 Mobile and the acquisition of Mistergoodeal. Between 2007 and 2010, he was CEO of customer relations specialist B2S, guiding its transformation. In 2010, he took over as CEO of Teleshopping at the TF1 group and joined the boards of FEVAD (the French e-commerce and distance selling federation) and the Electronic Retailers Association. In January 2017, he was appointed Chairman of customer relations group Izium, which he built up and then sold to the Comdata group, taking the helm of the Comdata Digital division until June 2018. He is currently an investor in and consultant to several companies specialising in customer relations and digital.

About the TF1 group

The TF1 Group is the leading private-sector television broadcaster in France, with five free-to-air channels (TF1, TMC, TFX, TF1 Séries Films and LCI) and four pay-TV theme channels (TV Breizh, Histoire, Ushuaïa and Serieclub, the last of which is 50% owned). The Group is adding a highly effective digital dimension to its channels on MYTF1, and video-on-demand offers via MYTF1VOD and TFOU MAX.

The TF1 Group is also present in the production and distribution of content, mainly via Newen, through which we are aiming to accelerate international expansion of our production and distribution activities.

The TF1 Group has extended its digital footprint notably with the acquisition of the aufeminin Group (April 2018).

Finally, the TF1 Group has created a large range of businesses in key entertainment and leisure fields, with TF1 Entertainment (board games, music and live show production, licences and publishing); the film industry with TF1 Films Production and TF1 Studio; and home shopping with Télésopping.

The TF1 Group currently has operations in 10 countries and employs 3 500 people.

The TF1 Group is listed on the Paris Bourse (Euronext Paris: ISIN FR0000054900).

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