

Press release

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ALIX LEBRAT APPOINTED COO OF STUDIOCANAL'S TV SERIES



Alix Lebrat has been appointed Chief Operating Officer (COO) of TV Series at STUDIOCANAL, Europe's leader in the production and distribution of films and TV series. Since March 2020, she had been holding the position of Head of TV Series Development. Following on from her previous functions, she reports to Françoise Guyonnet, Executive Managing Director of STUDIOCANAL's TV Series.

Alix Lebrat joined the CANAL+ Group in 2012. She has been STUDIOCANAL's Head of TV Series Development since 2020. Here, her role was to develop international TV series, especially those in English. Building on her successes, she will now oversee this activity, ensuring the development of international series and increasing production of drama, factual and kids' productions within STUDIOCANAL's production companies and entities.

Françoise Guyonnet, Executive Managing Director of TV Series, commented: *"I am delighted that Alix Lebrat now holds the position of COO of TV Series here at STUDIOCANAL. We have been working hand in hand since 2020 and I have total confidence in her work. Alix is a great professional who knows all about the TV series sector, especially at the international level. I wish her every success in her new role."*

After gaining a Master's degree in management from ESCP Europe (Paris) and a Master's in marketing from the Universidad de San Andrés (Buenos Aires), Alix Lebrat joined the CANAL+ Group in 2012 as project manager for AFRICA ONE, the Group's development project in Africa. After contributing in full to the launch of the subsidiaries CANAL+ RDC and CANAL+ Gabon, Alix Lebrat was appointed zone manager to develop CANAL+'s commercial activities in particular in Mali, Niger, Mauritania, Rwanda and Burundi. Two years later, she became CEO of CANAL+ Congo, a newly created subsidiary whose operations and commercial development she managed for three years. In March 2017, Alix Lebrat was appointed Head of Sales for CANAL+ France. A few months later, she was appointed Chief of Staff to Maxime Saada, a position she held for two years. In March 2020, Alix joined STUDIOCANAL's TV Series teams as Head of Development, her main mission consisting in developing the business of international TV series, particularly in English, with Françoise Guyonnet, Executive Managing Director of TV Series, in coordination with Ron Halpern, EVP Global Production at STUDIOCANAL.

CANAL+ Group / STUDIOCANAL

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