



Press Release
Issy-les-Moulineaux, October 3rd 2024

YASSINE BOUZOUBAA APPOINTED CEO OF M7 GROUP



Yassine Bouzoubaa has been appointed CEO of M7 Group, the CANAL+ International subsidiary in Benelux and Central European territories.

Yassine Bouzoubaa succeeds Hans Troelstra. He will take up his new position on January 1st 2025, reporting to Jacques du Puy, President of CANAL+ International.

A graduate of ESC Toulouse, and with an MBA in marketing from Arizona State University, Yassine Bouzoubaa began his career in 1998 in management consulting, notably with Accenture, where he specialized in the media and telecoms sectors. He joined the CANAL+ Group in 2009 as Operations Director for Maghreb, then Director of Projects and Development for CANAL+ France in 2013 . In 2017, he became Sales, Marketing and Performance Management Director for CANAL+ International.

CANAL+ Group warmly thanks Hans for his commitment to the company, and salutes his professionalism and expertise, both in successfully running the subsidiary's business and in its perfectly

orchestrated integration within the Group. The Group wishes him every success in the realization of his future projects.

CONTACTS

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