

Press release
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STUDIOCANAL ANNOUNCES THE PROMOTION OF ANNE CHEREL AS CHIEF COMMERCIAL OFFICER



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STUDIOCANAL has announced the promotion of Anne Chérel as Chief Commercial Officer, effective from September 1st, 2024. She will continue to supervise global distribution and will be responsible for supporting the development of STUDIOCANAL in the United States (New York City), reporting to Anna Marsh, CANAL+ Group Deputy CEO and STUDIOCANAL CEO.

STUDIOCANAL, which already has a presence in the United States with an office in Los Angeles led by Shana Eddy Grouf, as well as a stake in Andrew Rona and Alex Heineman's US based The Picture Company, wanted to strengthen its presence in the region by establishing a business in New York. It will allow STUDIOCANAL to further consolidate its commercial foothold in North America working closely with its American distribution partners.

This ambition meets STUDIOCANAL's aim of systematically combining Distribution and Global Sales with each of its projects. STUDIOCANAL's upcoming film and TV series releases demonstrate this ambition: **BACK TO BLACK** in partnership with Focus Features, **WE LIVE IN TIME** and **HUNTINGTON** in partnership with A24, **PADDINGTON IN PERU** in partnership with Sony Pictures, **WICKED LITTLE LETTERS** in partnership with Sony Pictures Classics, and **PARIS HAS FALLEN** in advanced discussions with an American partner.

Anna Marsh, STUDIOCANAL CEO, comments: "I am delighted with Anne Chérel's appointment as Chief Commercial Officer at STUDIOCANAL. Throughout the years, Anne has played a key leadership role in the company and has successfully guided our global commercial strategy with finesse and determination. Her in-depth knowledge of the global market is second to none, and her gift as a manager has allowed us to build a brilliant sales team of talented, dedicated experts. I extend my heartfelt congratulations to Anne and wish her much success with developing STUDIOCANAL's distribution presence in the United States".

Since 2020, Anne Chérel has overseen the sales and distribution of films and television series in France and internationally as EVP Global Sales & Distribution. Recently, Anne Chérel oversaw the international distribution of films such as **AUTUMN AND THE BLACK JAGUAR** (Gilles de Maistre), **BACK TO BLACK** (Sam Taylor-Johnson), **WICKED LITTLE LETTERS** (Thea Sharrock) and **BEATING HEARTS** (Gilles Lellouche), which have been – or will soon be – distributed in all countries around the world. Furthermore, the highly anticipated series **FAMILIES LIKE OURS** (Thomas Vinterberg) and **PLAYING NICE** (Kate Hewitt) are among the flagship titles on which numerous distribution partnerships have been established around the world. Finally, STUDIOCANAL's impressive catalogue, which is among the largest in the world with more than 9000 titles, is also a key issue in distribution. For example, **THE STRONGHOLD** (Cédric Jimenez) enjoyed great success when it was broadcast on France 2 last September, as well as on Netflix, where it appeared for more than 5 weeks in the Top 10 in France, while the **PADDINGTON** franchise will make a splash on Disney+ in the coming months before the release of the third opus.

Anne Chérel is a graduate of EM Lyon Business School and Panthéon-Assas, where she gained a Master's in Private Law. She began her career within the CANAL+ Group in 2009, before joining the STUDIOCANAL Global Sales team in 2011. In 2020, Anne Chérel was appointed EVP Global Sales & Distribution.

ABOUT STUDIOCANAL (a CANAL+ Company)

STUDIOCANAL, a 100% affiliate of CANAL+ Group held by Vivendi, is Europe's leader in production, distribution and international sales of feature films and series, operating in major European markets - France, United Kingdom & Ireland, Germany, Poland, Spain and Benelux - as well as in Australia, New Zealand and the United States. It finances, produces and distributes 80 films per year. It owns the largest catalogue in Europe and one of the most prestigious in the world, boasting around 9000 titles from 60 countries, spanning 100 years of film history. Close to 25 million euros has been invested into the 4K restoration of nearly 1000 classic feature films over the past 7 years. In addition, STUDIOCANAL also produces almost 20 series each year and operates at an international level by globally distributing its scripted productions and CANAL+ Originals (2000 hours of current and library content in distribution). All productions take place directly through STUDIOCANAL entities or with its award-winning network of 14 production companies in Europe and the United States: BAMBU PRODUCCIONES (SP), BIRDIE PICTURES (UK), DINGIE (BE), LAILAPS FILMS (GER), OPUS TV (POL), RED PRODUCTION COMPANY (UK), SAM PRODUCTIONS (DEN), STRONG FILM & TELEVISION (UK), STUDIOCANAL ORIGINAL (FR), STUDIOCANAL SERIES (GER), SUNNY MARCH TV (UK), THE PICTURE COMPANY (US), URBAN MYTH FILMS (UK), 2E BUREAU (FR).

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