PRESS RELEASE
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NOMINATIONS AT CANAL+ BENELUX & CENTRAL EUROPE

CANAL+ Benelux & Central Europe is evolving its Executive Committee under the leadership of **Yassine Bouzoubaa, CEO of CANAL+ Benelux & Central Europe**, who announces several new appointments.



Myriam Rakib is appointed **EVP Business – CANAL+ Benelux & Central Europe**. She will report to Yassine Bouzoubaa and her mission will be to strengthen commercial impact, develop synergies, and harmonize methodologies and processes. She will oversee Sales, Marketing, Communication, Customer Value Management, Customer Relations, Data, and Distribution Partnerships activities.

Myriam Rakib joined the group in 2015, she held several key roles in marketing and VOD in France, then served as Head of Business Development in Switzerland, before being appointed Managing Director of CANAL+ Switzerland in November 2023.



Erwan Luherne is appointed **EVP Content & Publishing – CANAL+ Benelux & Central Europe**. In this role, he will report to Yassine Bouzoubaa and will be responsible for developing our value proposition and overseeing content-related activities: acquisitions, original productions, channel publishing, as well as advertising sales across CANAL+ Benelux & Central Europe markets. Erwan will remain CEO of SPI International.

Erwan Luherne joined the CANAL+ group in 2005 and held several key roles in Marketing and Business Development. He also played a major role in the development of the group's operations in Asia, notably serving as CEO of CANAL+ Myanmar between 2017 and 2022. Since April 2023, he is CEO of SPI International, based in Warsaw.



Jeroen Bergman is appointed **EVP Content Partnerships – CANAL+ Benelux & Central Europe**. Jeroen will be in charge of acquiring third-party channels and platforms, in liaison and in synergy with CANAL+ group. He will report to Yassine Bouzoubaa, with a functional reporting line to Pascale Chabert, Chief Content Acquisition Officer of CANAL+ group.

Jeroen Bergman joined CANAL+ in 2022, after having acted as Managing Director Programming at Liberty Global for more than 20 years. Before Liberty he was commercial director for Dutch cable company Casema (currently Ziggo). Since 2019 he was managing the Film1 and Filmbox business in the Netherlands for SPI International.



Sophie Hedouin is appointed **CEO of CANAL+ Switzerland**. Reporting to Yassine Bouzoubaa, she will be responsible for driving the development of our activities in the Swiss market.

With more than 20 years of experience within the CANAL+ group, **Sophie Hedouin** held several key positions within the Finance Department, notably serving as Chief Financial Officer of CANAL+ operations in La Réunion and Vietnam, before becoming Managing Director of Romania.



The management of our activities in Romania is now led by **Florina Pascu**, appointed **Director of Focus Sat**.

Florina Pascu joined Focus Sat (CANAL+) in 2020, where she held the position of Senior Product Marketing Manager. She previously had several product management roles within both Vodafone and Telekom Romania.

Yassine Bouzoubaa, CEO of CANAL+ Benelux & Central Europe, commented: "These appointments mark an important milestone for CANAL+ Benelux & Central Europe. By strengthening our content and business organization, we are giving ourselves the means to strengthen our competitive position across our markets and to deliver an ever-stronger value proposition to our subscribers. I look forward to working closely with each of them and wish them every success in their new responsibilities."

ABOUT CANAL+

Founded as a French subscription-TV channel 40 years ago, CANAL+ is now a global media and entertainment company. On 22 September 2025, CANAL+ confirmed it is in effective control of MultiChoice Group and beginning the integration process. **MultiChoice** is Africa's leading entertainment platform, offering a wide range of products and services, including DStv, GOtv, Showmax, M-Net, SuperSport, Irdeto, and KingMakers. Together, the new combined group has 40 million subscribers worldwide, operates in over 70 countries and has approximately 17,000 employees.

CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. It is home to **STUDIOCANAL**, a leading film and television studio with worldwide production and distribution capabilities; **Dailymotion**, major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetization; **CANAL+ Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; and telecommunication services, through **GVA** in Africa and **CANAL+ Telecom** in the French overseas jurisdictions and territories.

CANAL+ also has significant equity stakes in **Viaplay** (the Pay-TV leader in Scandinavia), **Viu** (a leading OTT platform in Southern Asia), and **UGC**, a leading French cinema group.

canalplusgroup.com/en

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