

PRESS RELEASE

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BERTILLE GUITTON-BROGGI APPOINTED EXECUTIVE VICE PRESIDENT COMMUNICATION FOR AFRICA



Bertille Guitton-Broggi joins CANAL+ Group as Executive Vice President Communication for Africa. She reports to Emilie Pietrini, Chief Brand and Communication Officer of CANAL+.

Bertille Guitton-Broggi will be in charge of leading CANAL+'s communications strategy in the 40 countries where the Group operates in Africa. Therefore, she will be contributing in particular to the synergies between CANAL+ and MultiChoice. Her sharp knowledge of African markets, combined with her expertise in international brands visibility and digital communication, will be major assets to fulfill her mission.

Having graduated from Sciences Po and HEC Paris, Bertille Guitton-Broggi has developed soon an international profile, with several experiences in Latin America and Africa. She then joined Jumia in Nigeria where she moved into management roles in marketing and communication, and then became Head of the Group's communications and public relations department across 23 African countries. She then moved into a commercial role as Group Sales Director Fashion, Beauty & FMCG across Jumia's five main African markets.

In 2019, she joined Reckitt in Bangkok where she took charge of the e-commerce and Direct-to-Consumer operations in Thailand. In 2022, she joined L'Oréal in Johannesburg as E-Commerce Director for Sub-Saharan Africa. She was then appointed Chief Digital & Marketing Officer for Sub-Saharan Africa in 2024. In this role, she led the region's marketing strategy and digital transformation, contributing to L'Oréal's growth and digital leadership in its major African markets.

ABOUT CANAL +

CANAL + is a global media and entertainment company with leading positions in Europe and Africa. Over 40 million subscribers enjoy the CANAL + entertainment platform, which brings together the best local and global films, live sport, TV series and much more. CANAL + operates in over 70 countries and has approximately 15,000 employees.

CANAL + operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. In addition to its Pay-TV and streaming operations in Europe, Africa and Asia, the combined group includes: **MultiChoice Group**, Africa's leading entertainment platform; **STUDIOCANAL**, Europe's leading film and television studio, with worldwide production and distribution capabilities; **Dailymotion**, a major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetisation; **CANAL + Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; telecommunication services, through **CANAL + Telecom Africa** in Africa and **CANAL + Telecom** in the French overseas jurisdictions and territories.

CANAL + also has minority stakes in **Viaplay** (Scandinavia's leading entertainment provider), **Viu** (a leading OTT provider in Southeast Asia), and **UGC**, a leading French cinema group.

canalplusgroup.com/en

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CORPORATE COMMUNICATIONS

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