

## **GRACE LOUBASSOU APPOINTED SUSTAINABILITY DIRECTOR FOR AFRICA**



**Grace Loubassou has been appointed Sustainability Director for Africa, reporting to Laure Gauthier, Head of Sustainability CANAL+. In her new role, she will oversee CANAL+'s CSR initiatives across the continent – including CANAL+ UNIVERSITY, ORPHEE, and 1 MONTH 1 CAUSE – and will also be responsible for aligning MultiChoice's CSR actions with the group's overall CSR strategy.**

Designed as a performance driver, CANAL+'s CSR strategy leverages the group's presence in nearly 70 countries to maximise its impact. This appointment reflects CANAL+'s commitment to strengthening and structuring its CSR engagement on a continent where the group is now the leading pay-TV operator.

Grace Loubassou will lead CSR programs in all African countries where CANAL+ operates, with the guiding theme of moving 'from screen to action' "from screen to action."

CANAL+'s CSR strategy is structured around two complementary pillars: on the one hand, initiatives "behind the camera" - aimed at decarbonising the industry and fostering talent from all backgrounds - and, on the other hand, commitments "in front of the camera" - designed to improve accessibility to CANAL+'s content and ensuring on-screen representation.

A graduate of Sciences Po Paris and HEC, Grace Loubassou began her career at the Central Africa Information Agency (ADIAC) and AFRICA N°1 radio station before joining CANAL+ in 2015, where she held various communications roles for the group's international subsidiaries, including CANAL+ Congo. In 2017, she was appointed Director of Institutional Relations for Africa.

## **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.

*Photo credit: Mathis QUERAUX*

## **CORPORATE COMMUNICATIONS**

Karima Mhoumadi / [karima.mhoumadi@canal-plus.com](mailto:karima.mhoumadi@canal-plus.com)