

## **CHRISTOPHE PINARD-LEGRY APPOINTED CHIEF EXECUTIVE OFFICER OF CANAL+ EUROPE**



**Christophe Pinard-Legry has been appointed Chief Executive Officer of CANAL+ Europe, in addition to his current role as Chief Executive Officer of CANAL+ France, in charge of Business activities. In this capacity, he becomes a member of the CANAL+ Management Board, chaired by Maxime Saada, alongside Amandine Ferré, Anna Marsh, David Mignot and Gérald-Brice Viret (permanent invitee).**

In his new role, Christophe Pinard-Legry's core mission will be to **oversee the group's subsidiaries and coordinate all of CANAL+'s activities across Europe, thereby strengthening the group's leadership position in Europe in the long term.**

Operating in 10 European countries and 11 overseas territories, CANAL+ Europe has **over 18 million subscribers** and encompasses **CANAL+ France**, co-managed by **Christophe Pinard-Legry** with **Gérald-Brice Viret**, CEO of CANAL+ France in charge of Programmes and Channels, **CANAL+ Overseas**, led by **Aline Alix**; **CANAL+ Benelux & Central Europe**, led by **Yassine Bouzoubaa**; as well as **CANAL+ Poland**, led by **Edyta Sadowska**.

*Christophe Pinard-Legry joined CANAL+ in 2016 as Commercial Director for France. He subsequently held several key positions within the group: Director of Marketing and Commerce for France (2017-2018), Director of Marketing, Sales and Customer Services (2018-2021), Managing Director of Marketing, Sales and Customer Services at CANAL+ France (2021-2022) and CEO of CANAL+ France in charge of Business activities (2022-2026).*

*Before joining CANAL+, he was Director of Enterprise Market at SFR Business, after having held several senior positions at SFR, including Marketing Director (2009-2012) and Commercial Director (2012-2015). He began his career in 1997 at Henkel in Marketing before joining the E. Leclerc Group in 1999 as Marketing Category Manager.*

*Christophe Pinard-Legry is a graduate of EM Lyon.*

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#### **CORPORATE COMMUNICATIONS**

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