

Press release
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STUDIOCANAL ANNOUNCES NEW EXECUTIVE LINE-UP AT COPYRIGHTS GROUP



Sissel Henno

Benoît Jaubert

The Copyrights Group, part of the European leader in film and series production and distribution STUDIOCANAL (a CANAL+ Company), has appointed **Sissel Henno** to the new position of Head of Global Sales - Licensing and Retail. It was announced today by Françoise Guyonnet, CEO Copyrights Group and EVP Kids' Brands STUDIOCANAL.

In a pivotal role between the brand, the creative team and partners, Sissel will manage the Licensing and Retail teams, leveraging Copyrights' extensive experience in kids and family properties. She will lead the commercial strategy for the division in crafting licensing and merchandising programs spanning the UK and EMEA, through to a global scale and will also oversee retail operations – including the **Paddington** store at Paddington Station in London.

An experienced licensing executive with more than 20 years in the industry, Sissel Henno has worked with licensors such as The Walt Disney Company and SEGA. During her time at Disney, she spearheaded the re-launch of *Star Wars* and worked across the toy business on world-famous brands such as *Marvel*, *Frozen* and *Toy Story*. Prior to this, she was in charge of SEGA's licensing program in Europe, establishing a new licensing division and building a new revenue stream around brands such as *Sonic the Hedgehog* and *Football Manager*. Most recently, she worked as a licensing consultant to licensees and licensors, supporting them with strategy, pitches and acquisition of new rights.

Former VP Digital Sales at STUDIOCANAL, Paris-based **Benoît Jaubert** has been appointed VP Sales at The Copyrights Group/STUDIOCANAL. Reporting to Sissel Henno, Benoît Jaubert sells licensing and merchandising rights in France and oversees Copyrights' agents in Europe, Middle East, Australia and New Zealand. Jaubert, in close collaboration with **Valérie Rolandez-Barrios** STUDIOCANAL Licenses & Partnerships SVP, ensures the development of the **Paddington** franchise in France.

Along with long term Copyrights' executives **Polly Emery**, SVP Brand & International Sales and **Rachel Clarke**, SVP UK - Licensing & Retail in the UK, The Copyrights Group has now created a team of four senior executives to operate its merchandising and licensing business for major STUDIOCANAL IPs such as **Paddington** among others.

Francoise Guyonnet, CEO Copyrights Group and EVP Kids' Brands STUDIOCANAL, comments: "As STUDIOCANAL continues to accelerate its growth in children's IP through The Copyrights Group, we are delighted to have Sissel join us to lead our new stellar line-up of licensing and merchandising experts. This new team will help us implement our plans to further consolidate the incredible strength of the **Paddington** brand, as well as securing new IPs and build our business both globally and locally."

Sissel Henno, Head of Global Sales - Licensing and Retail, adds: "I am thrilled to be joining the highly-experienced Copyrights Group team and our network of 14 specialist agents around the world at this particularly significant and exciting time. The imminent opening of the **Paddington London Experience** and launch of the highly-anticipated third movie, **Paddington in Peru**, later this year are two exceptional opportunities for our company."

The Copyrights Group is a full-service international intellectual property management and development agency and consultancy, offering strategic worldwide brand development, licensing, retail and derivative products expertise.

The **Paddington** franchise is STUDIOCANAL's most symbolic with three animated series as well as two BAFTA-nominated films – STUDIOCANAL's biggest hits with nearly US\$500 million in cumulative global box office revenues. The third movie **Paddington in Peru** will be released theatrically later this year. STUDIOCANAL produced the opening film starring **Paddington** for Queen Elizabeth II's Platinum Jubilee, generating more than 100 million views.

STUDIOCANAL's sales teams will be at MIPTV this week to launch series three of global hit series **The Adventures of Paddington** and pre-sales for the soon to be launched new CGI animation series of beloved pre-school brand **MIFFY**.

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 all nine major European markets - France, United Kingdom, Germany, Poland, Spain, and Benelux - as well as in Australia, in New Zealand and in the United States. It **finances, produces and distributes 80 films per year**. It owns the largest library in Europe and one of the most prestigious libraries in the world, boasting **more than 9 000 titles** from 60 countries, spanning 100 years of film history. Close to 25 million euros has been invested into the 4K **restoration of nearly 1 000 classic feature films** over the past 5 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 (**2,000 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 in the United States**: 2E BUREAU (FR), STUDIOCANAL ORIGINAL (FR), BIRDIE PICTURES (UK), RED PRODUCTION COMPANY (UK), URBAN MYTH FILMS (UK), STRONG FILM & TELEVISION (UK), SUNNY MARCH TV (UK), BAMBU PRODUCCIONES (SP), KINO SWIAT LAILAPS FILMS (GER), STUDIOCANAL SERIES (GER), OPUS TV (POL), SAM PRODUCTIONS (DEN), DINGIE (NETH), THE PICTURE COMPANY (US).

<https://www.canalplusgroup.com/en/group/studiocanal>

ABOUT THE COPYRIGHTS GROUP

The Copyrights Group, part of the European leader in film and series production and distribution STUDIOCANAL (a CANAL+ company), owns and manages the Paddington IP and official stores. It is a full-service international IP development agency and consultancy offering strategic worldwide brand development, licensing, and retail expertise.

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