



ALCHIMIE FINDS THE PERFECT BLEND OF EXECUTIVE APPOINTMENTS

September 6th 2018 Alchimie, the content aggregation and dynamic distribution company, today announces two new appointments to its senior executive team. Television and media executives Frederic Rossignol and Timothee Vidal join Alchimie as Chief Content Officer and Chief Entertainment and Distribution Officer respectively. Both roles are newly created to support Alchimie's recent growth, facilitate further growth and provide a foundation for future development.

Rossignol's new role as Chief Content Officer reflects his extensive experience across all areas of television. At Alchimie he will assume overall responsibility for editorial control of the company's substantial portfolio of subscription-based channels, generate content partnerships with producers and rights owners, and develop new channels to serve new and existing audiences. Rossignol joins Alchimie from Millimages where he was Head of Acquisition & Aggregation. He previously held senior executive positions at international TV and media companies Banijay, Lagardere, Millimages and founded production company *Rossworks*.

"Alchimie has created an exciting new model that leverages existing programmes and other content, it provides revenue share rights for the content owners by creating and distributing popular SVOD channels to any platform. The company has developed extensive relationships with commercial mobile networks and other platforms all over the world, as well as a rapidly growing network of production companies and other content owners. I'm delighted to be part of such a dynamic and progressive company."

Timothee Vidal joins Rossignol as Chief Entertainment and Distribution Officer, his formidable marketing experience ranges over 15 years of building and driving the profile of global brands such as L'Oreal (Asia Pac), and Danone (France). Vidal joins Alchimie from French TV network, Trace TV where he was VP of distribution and development, responsible for negotiation of strategic and commercial relationships, across 160 countries. His new role entails building on and promoting existing content initiatives, negotiation of strategic partnerships and content rights across multiple platforms, as well as supporting and developing new channels and channel brands to maximise distribution, subscription audiences and revenues.

"We're very pleased to welcome Timothee and Frederic into Alchimie to head-up two key areas, content aggregation and distribution. Frederic has worked in the TV industry for over twenty years, his previous roles have run across acquisitions, distribution and production, he brings with him a wealth of experience to Alchimie," said Nicolas d'Hueppe, CEO Alchimie. "Timothee has raised the bar for entertainment marketing throughout his career. He has an excellent track record, and is widely recognised for his ability to develop brands, and grab and grow audiences through dynamic curation and promotion of content. We are delighted to welcome them into Alchimie to help build on our current success."

Alchimie's content partnerships create new revenue streams for rights holders through aggregation and dynamic distribution of existing programmes via Alchimie's themed channels. Alchimie currently provides subscription channels to a range of platforms, including the recently launched Humanity TV for factual content reflecting the world around us, and the children's channel Okidoki.

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About Alchimie – Dynamic Digital Distribution

Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. Alchimie helps content creators and producers earn a fair remuneration through the distribution of their content on all digital channels, by subscription. Whether TV programs, video or games, Alchimie provides and enables access to the most important distribution platforms (Google, Amazon, Apple, Samsung, Telecom Operators, etc.). The service offers tools and access to Alchimie's marketing support allowing content to gain high visibility and be transformed into gold subscriptions. Alchimie has offices in France, Germany and Australia, and operates in more than 10 countries, covering the main geographical areas. It collaborates with more than 200+ rights owners and manage around €70 million transactions every year. Alchimie's range of channels across different platforms attract up to 20 million unique visitors each month.

www.alchimie.com

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