



**PRESS RELEASE**  
**A new organization for the Hiventy group**

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From April 2021, Hiventy Group has launched a new organisational structure to accelerate its worldwide developments in order to fulfil a very specific objective: to be the trusted third party of the audiovisual and cinema sectors to complete, sustain and distribute all content on all media and this, to the greatest number of audiovisual and cinematographic works

Hiventy Group's strategy has three main objectives:

- \*To consolidate its international position by expanding its market in Africa, Asia and Eastern Europe
- \*To structure and rationalize operational services by type of activity and ensure that a service is managed within a single Business Unit.
- \*To support all business units within the Group to retain, acquire and expand new markets through the support of a dedicated Business Development team.

Hiventy Group is now structured around two main hubs:

**The French division**, headed by Benoît Provost, structured around the 4 core businesses of Hiventy:

- \***Image and sound post-production** headed by Benoit Provost (on an interim basis) and marketed by Gaëlle Collet-Alicot and Laurie Dumas.
- \***Localization** headed by Emmanuelle Bouziguet and marketed by Jean-Luc Bertin and Etienne Magain.
- \***The management and delivery of audiovisual and cinematographic content** headed by Franck Goujon and marketed by Julien Tignat.
- \***Restoration, photochemical laboratory and heritage conservation** headed by Benjamin Alimi and marketed by Laurence Vasseur.

**The International division**, headed by Juliette Vivier, brings together all of the group's subsidiaries abroad:

- \***Hiventy Asia** based in Ho-Chi-Minh City, Vietnam and Singapore, led by Thiem Minh Truong
- \***Hiventy Poland** based in Warsaw, Poland, led by Edyta Loster
- \***Hiventy Africa** based in Nairobi, Kenya and Lagos, Nigeria, led by Caroline Mbindyo-Koroso

To support both the French and International divisions in their development, expansion and acquisition of new markets, a **Business Development unit** has been created and is headed by Bertrand Chalon.

*“This new strategy is part of our answers to better address our customers’ expectations and contribute to the success of their worldwide developments. Hiventy, as a service provider, is always looking to optimize the quality of its service.”* concludes Thierry Schindel , Group CEO.