

Paris, May 21, 2012

Vivendi launches “Culture(s) with Vivendi”

Vivendi launched today a new website entirely devoted to cultural diversity. “Culture(s) with Vivendi” (www.cultureswithvivendi.com) is one of a number of initiatives introduced by the company to encourage creativity in all its diverse forms and to promote culture as one of the pillars of sustainable development.

“Culture(s) with Vivendi” goes online today to celebrate the United Nations’ World Day for Cultural Diversity for Dialogue and Development.

The site is divided into three sections:

- “Artist Inspiration” illustrates, through a series of concrete examples, the diversity of influences, and particularly musical and cinematographic influences, underpinning artistic creation.
- “Creative Jobs”, aimed especially at young people, lets them discover the diversity of professions in the cultural industries through the eyes of professionals.
- “Intercultural Dialogue” provides gateways to other cultures through many examples.

The site was created with the group’s businesses. It will be regularly enriched with new artistic itineraries and additional personal accounts.

Pascale Thumerelle, Vivendi’s Director of Sustainable Development explains: “This site offers a unique access to culture and answers questions such as: Who inspires artists? What are the profiles in the cultural industries? Why is it important to open up to others and to discover cultures from other people?”

About Vivendi

The best emotions, digitally

Vivendi is at the heart of the worlds of content, platforms and interactive networks.

Vivendi combines the world leader in video games (Activision Blizzard), the world leader in music (Universal Music Group), the French leader in alternative telecoms (SFR), the Moroccan leader in telecoms (Maroc Telecom), the leading alternative broadband operator in Brazil (GVT) and the French leader in pay-TV (Canal+ Group).

In 2011, Vivendi achieved revenues of €28.8 billion and adjusted net income of €2.95 billion. The Group has over 58,300 employees. www.vivendi.com