



PRESS RELEASE

CANAL + GROUP FURTHER EXPANDS ITS INTERNATIONAL FOOTPRINT WITH A NEW OFFER IN MYANMAR

Paris, February 19, 2018 - CANAL + Group announces the launch of its offer in Myanmar, in partnership with Forever Group.

The two companies are bringing together their know-how to create an offer with a wide choice of thematic channels, some of which produced specifically for the Myanmar market.

Founded in 1996, Forever Group is a major television player in Myanmar with recognized expertise in producing successful local programs, particularly films, series and music videos. Forever Group is also a leader in free TV and a precursor in pay TV with the launch in 2006 of the first pay offer in Myanmar.

CANAL + Myanmar will offer nearly 80 channels covering all themes, including 8 CANAL + channels produced specifically in Burmese language and showcasing local content.

This offer, which places a strong emphasis on original and innovative content, takes the form of two packages at very attractive rates.

CANAL + Group will open its own CANAL + Stores and will also rely on a large network of local distributors. Specific mobile payment solutions are developed to facilitate subscription by adapting to the country's uses.

Myanmar is a fast-growing market with annual growth above 7% and a large middle class with a total population of nearly 55 million.

The expansion of CANAL + Group into Myanmar is part of the Group's development strategy in territories with high growth potential. It is the second market in Asian where CANAL + Group is setting foot, after Vietnam.

The CANAL + Group is also present in Africa where it has 3.5 million subscribers and strong annual growth.

About CANAL+ Group

CANAL+ Group is the leading pay-TV group in France, ranking first both for its premium-content networks with the generalist channel CANAL+ and associated channels, and its themed networks. It is also the top multi-channel platform and pay-TV distributor in France. CANAL+ Group has a high international profile, with a presence in fast-developing markets. It is the leading pay-TV operator in French-speaking countries, particularly Africa where it has nearly 3.5 million subscribers. It is also present in Poland, Vietnam and recently Myanmar. Overall, CANAL+ Group has over 15.5 million subscribers worldwide, including 8 million in mainland France. A free-to-air TV operator with three national channels, including France fifth highest rating channel, C8, and in-house advertising sales division CANAL+ REGIE, the Group is also a benchmark player in commercial TV. Through its subsidiary STUDIOCANAL, CANAL+ Group is the European leader in production, distribution and international sales of feature films and TV series.

Group CANAL+ is fully-owned by Vivendi, a global media and content production and distribution group.

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