
Anne-Cécile Balland appointed Chief Administrative and Financial Officer & CSR Officer of the Reworld Media Group

Reworld Media (ALREW) announces the appointment of Anne-Cécile Balland as Chief Administrative and Financial Officer & CSR Officer. Previously Deputy Chief Financial Officer of the group, Anne-Cécile Balland will take over from Laetitia Quet in this position on 1 August.

Anne-Cécile Balland has over 25 years of experience in corporate finance and joined the Reworld Media group four years ago as Chief Financial Officer for digital activities before being promoted to Deputy Chief Financial Officer in January.



With extensive knowledge of the media sector, Anne-Cécile was previously Director of Administration, Finance and HR at **Mediapro Sport France / Téléfoot** (Mediapro Group - 2020). She served as Operations Director in charge of finance at **RMC** and **RMC Sport** (NextRadioTV - 2019) and as General Secretary of the media division at **Institution des Courses** (Equidia, PMU, FRANCE GALOP, LE TROT - 2017) after spending nine years with the **Canal Plus** group (2008-2017) as General Secretary of iTélé, Chief Financial Officer of Canalwin and Head of Management Control for the group's Sports division.

Anne-Cécile also spent nine years with the **Eurosport** group, where she was Director of Management Control for the group's channels before joining Canal Plus.

Anne-Cécile Balland is a graduate of the Ecole Supérieure de Commerce d'Amiens.

“Together with Pascal Chevalier, Chairman, we would like to congratulate Anne-Cécile Balland on her career progression within the group and welcome her to the finance department with every confidence in her commitment. We would also like to thank Laetitia Quet for her dedication over the past five years and wish her every success in her future career,” said **Gautier Normand, CEO of Reworld Media**.

Agenda: publication of the group's half-year revenues and results on 24 September 2025

About Reworld Media:

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

– The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their uses and consumption patterns.

– The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy. The Group has to its name more than 80 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 12 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Marmiton, Gourmand, Top Santé, Doctissimo, Télé Magazine, etc.). It also integrates its own technological performance platform, in particular as a marketing partner with 180,000 affiliated sites worldwide. Founded in 2012, Reworld Media posted annual revenues of €534,7m in 2024, operates in 11 countries and has 1,356 employees.

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