

Sean Atkins appointed CEO of StyleHaul

Luxembourg/Los Angeles, 10 September 2018 – RTL Group today announced the appointment of Sean Atkins as new CEO of StyleHaul, effective from 10 September 2018. Sean Atkins will work closely with Melanie Kirk – CFO of StyleHaul, who has also served as interim CEO since 1 July 2018 – and the senior management team of StyleHaul.

As part of its 'Total Video' strategy, RTL Group is determined to grow its multi-platform network (MPN) businesses significantly. Fostering much closer collaboration between its various stand-alone MPN assets – including StyleHaul, Divimove and United Screens – will contribute to this growth. RTL Group's goal is to build a strong and profitable digital video group, which operates at global scale, to reach and entertain young audiences with compelling short-form video content.

In the course of 2019, Sean Atkins will also become CEO of what will be a newly formed group of MPNs, combining StyleHaul, Divimove and United Screens.

Bert Habets, Chief Executive Officer of RTL Group, says: "I am delighted that with Sean Atkins joining the team, we have a seasoned media executive, with extensive expertise across all the disciplines crucial to lead StyleHaul – namely content creation, sales and talent management, as well as digital and social media. Sean's strong digital skills, and his many years of experience in the media industry, make him the expert leader for our soon-to-be formed global MPN group. I warmly welcome Sean to his new role and wish him every success – and I am very much looking forward to working with him to further drive the development of StyleHaul and our global MPN businesses."

Sean Atkins, born in 1971, most recently served as a Senior Advisor to Evolution Media. He has held various leadership positions in development, digital media, production, strategy, marketing, product development, and consumer products. Previously, he was President of MTV at Viacom, where he oversaw all creative and business operations for the youth entertainment brand and its sister networks, MTV2 and mtvU. Before that, he worked in various executive roles for Discovery Communications, HBO, Yahoo! , Warner Bros. and Disney.

Sean Atkins studied Film/TV Production and Marketing at California Lutheran University and holds an MBA from the Marshall Graduate School of Business, University of Southern California.

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About RTL Group

RTL Group is a leader across broadcast, content and digital, with interests in 61 television channels and 30 radio stations, content production throughout the world and rapidly growing digital video businesses. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content production arm, Fremantle, is one of the largest international creators, producers and distributors of multi-genre content outside the US. With operations in 30 countries, Fremantle's comprehensive global network is responsible for more than 12,500 hours of programming a year and distributes over 20,000 hours of content worldwide. Combining the on-demand services of its broadcasters, the multi-platform networks BroadbandTV, StyleHaul, Divimove, United Screens and Fremantle's more than 300 YouTube channels, RTL Group has become the leading European media company in online video. RTL Group also owns the advanced video ad serving platform SpotX. For more information, please visit [RTLGroup.com](https://www.rtlgroup.com) and follow RTL Group on Twitter @rtlgroup.

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