



**PRESS RELEASE**

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## **Ubisoft Appoints Sébastien Froidefond as New Chief People Officer**

**PARIS - November 12, 2024** – Ubisoft is pleased to announce the appointment of Sébastien Froidefond as Chief People Officer, effective November 20<sup>th</sup>. In this key role, Sébastien will lead Ubisoft’s global people strategy, driving excellence in human resources across the company.

Sébastien will report directly to Cécile Russeil, Executive Vice President in charge of Communications, Corporate Affairs, Diversity, Inclusion, and Accessibility, Human Resources, and Legal, and will be a member of Ubisoft’s Executive Committee.

As Chief People Officer, Sébastien will be responsible for a broad range of HR functions, including talent development, workplace culture, global recruiting, talent management, leadership development, compensation and benefits. He will also play a crucial role in ensuring that HR contributes significantly to the company's overall strategic objectives.

Sébastien brings with him a 30-year international career in HR leadership, having worked with some of the world’s top companies. Sébastien has demonstrated his versatility and impact across diverse industries—whether in sectors with long, innovation-driven investment cycles, or in fast-paced environments requiring operational agility.

Most recently, he served as Human Resources Americas Lead at Lactalis Americas, where he was instrumental in shaping HR strategy and operations across the USA, Canada and Latin America. He previously held senior leadership positions as Chief Human Resources Officer at Coty and Global VP of HR at Sanofi’s Consumer Healthcare Division, managing HR functions across Europe, Latin America, Africa, and the Middle East.

## About Sébastien Froidefond, Ubisoft's new Chief People Officer



Sébastien Froidefond is a seasoned HR executive and ESG/Social Responsibility expert with 30 years of experience leading human resources across highly agile industries such as FMCG, Beauty, Pharma, and Life Sciences.

A French national, Sébastien has extensive international experience, developed through regional roles in the United Kingdom, Algeria, Slovenia, and the United States, as well as global roles at corporate headquarters. He has held senior leadership roles in multinational companies, most recently serving as Human Resources Americas Lead at Lactalis Americas, where he oversaw the HR strategy and operations across the USA, Canada, and Latin America. Prior to that, Sébastien was the Chief Human Resources Officer at Coty, where he led HR strategy, talent management, CSR, and company culture through a complex M&A environment. He also served as Global VP of HR for Sanofi's Consumer Healthcare division, managing HR functions across Europe, Latin America, Africa, and the Middle East.

Sébastien's expertise spans HR strategy, performance management, culture building and employee engagement. He holds a Master's in Economics from Paris X and a specialization in Consulting/Organization from Institut Supérieur de Gestion.

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**About Ubisoft**

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. Through Ubisoft Connect, players can enjoy an ecosystem of services to enhance their gaming experience, get rewards and connect with friends across platforms. With Ubisoft+, the subscription service, they can access a growing catalog of more than 100 Ubisoft games and DLC. For the 2023-24 fiscal year, Ubisoft generated net bookings of €2.32 billion. To learn more, please visit: [www.ubisoftgroup.com](http://www.ubisoftgroup.com).