

FRENCH PRESIDENT MACRON WILL ENGAGE WITH AFRICAN YOUTH ON TRACE, THE MEDIA LEADER FOR THE NEW AFRO-URBAN GENERATION



TRACE MEETS PRESIDENT MACRON: A CONVERSATION WITH THE AFRICAN YOUTH
AN EXCLUSIVE SHOW TO BE BROADCASTED ON DECEMBER 3RD ON ALL TRACE CHANNELS



Alice Tumler

French President Macron will make an official visit to Burkina Faso, Ivory Coast and Ghana from November 28th to 30th, where he wishes to engage in a dialogue with the African youth.

President Macron accepted TRACE's invitation, the leading youth media in Africa, to answer questions asked directly by an African youth audience. This exclusive interview will be aired in a special show hosted by journalist Alice Tumler: *TRACE meets President Macron: A Conversation with the African Youth*.

In less than 24 hours, more than 1000 questions have been sent to the French President on TRACE's social media pages.

The main themes cover the redefinition of the relationship between France and Africa, access to education and training, France's role with the current governments in Africa, professional success, youth employment in Africa, women's role in today's African society, and the significance of culture and sports in contemporary Africa.

The show will be broadcasted on of Sunday December 3rd on 8 TRACE TV networks, in both French and English, mainly distributed in Africa and France with more than 100 million viewers and fans on social networks.



Our audience, in France and in Africa, beyond a real passion for Afro-urban music and celebrities, is extremely attentive to the themes that touch their life, history and success. France and Africa have centuries of common history and yet, they do not know each other well. On a daily basis, TRACE builds cultural bridges between African youths in Africa and also with French youth. With this special show, TRACE is a mediator between President Macron and the new African generations including the African diaspora in France. Africa and France have everything to gain by establishing this dialogue.

| OLIVIER LAUCHEZ – CEO, CHAIRMAN, AND CO-FOUNDER AT TRACE

TRACE MEETS PRESIDENT MACRON - A CONVERSATION WITH THE AFRICAN YOUTH, A SPECIAL PROGRAM BROADCAST ON SUNDAY, DECEMBER 3, 2017 ON:

TRACE URBAN (4 channels)

- 1 p.m. GMT in Metropolitan France - Rerun at 7 p.m. GMT
- 2 p.m. AST in the Caribbean - Rerun at 8 p.m. AST and 2 p.m. RET in the Indian Ocean - Rerun at 8 p.m. RET
- 2 p.m. GMT in Francophone Africa Rerun at 8 p.m. GMT
- 2 p.m. CAT in Southern Africa - Rerun at 8 p.m. CAT

TRACE AFRICA (2 channels)

- 1 p.m. GMT in French-speaking Africa - Rerun at 7 p.m. GMT
- 3 p.m. CAT in Southern Africa - Rerun at 9 p.m. CAT

TRACE MZIKI

- 2 p.m. EAT in Eastern and Central Africa - rerun at 9 p.m. EAT

TRACE NAIJA

- 2 p.m. WAT in Nigeria and Ghana and Western Africa - Rerun at 8 p.m. WAT

TracePlay TV and VOD platform www.traceplay.tv www.traceplay.tv and the www.trace.tv worldwide website.

TO ASK YOUR QUESTIONS: [#TRACEMEETSMACRON](https://twitter.com/TRACEMEETSMACRON) OR [HTTPS://GOO.GL/UFNEPU](https://goo.gl/UFNEPU)

ABOUT TRACE

Created in France by Olivier Laouchez 15 years ago, TRACE is the leading media brand for Afro-urban music and entertainment. TRACE publishes 21 Pay-TV channels, 6 radios, 50 digital services and mobile offers. TRACE also produces audiovisual programs and events. TRACE channels are present in more than 60 million homes and watched by more than 200 million viewers in more than 160 countries. A leading media brand for young people in sub-Saharan Africa, TRACE is also the leading Afro-urban brand in France, the Caribbean and the Indian Ocean.

www.trace.company

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