

## AFP APPOINTS FLEUR LAURENT AS FACTSTORY MANAGING DIRECTOR

Agence France-Presse (AFP) announces the appointment of Fleur Laurent as Managing Director of its subsidiary company FACTSTORY, an agency specialised in multimedia content production.



Fleur Laurent, 35, held various roles in business development and marketing within AFP, before joining FACTSTORY, where she became Deputy Managing Director in January this year.

"Fleur Laurent's promotion as the head of FACTSTORY demonstrates that it is possible to join AFP as an apprentice and progress to senior management positions without waiting for decades," said Fabrice Fries, AFP's Chairman and CEO.

[FACTSTORY](#), a fully owned subsidiary of AFP, is an audiovisual production company serving businesses, institutions, and sports federations. In a competitive market, FACTSTORY distinguishes itself through its global network of content creators and the journalistic expertise it brings to its clients' communications.

FACTSTORY is set to play an increasingly significant role in AFP's strategy to grow revenue streams outside media clients.



### About AFP

AFP is a leading global news agency providing fast, comprehensive and verified coverage of the events shaping our world and of the issues affecting our daily lives. Drawing from an unparalleled news gathering network across 150 countries, AFP is also a world leader in digital investigations. With 2,600 staff representing 100 different nationalities, AFP covers the world in six languages, with a unique quality of multimedia storytelling spanning video, text, photos and graphics.

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