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|--|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|--|-----|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|-----|-----|-----|--|--|--|--|
|  | VEN   | SAM | DIM | LUN | MAR | MER | JEU   | VEN | SAM | DIM | LUN | MAR | MER  | JEU | VEN | SAM   | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU                                      | VEN | SAM | DIM |  |  |  |  |
| EVENTS<br>salons, évènements<br>sportifs, workshops, RP  | 01-03 MARS, PARIS<br>SALON DE L'AGRICULTURE |     |     |     |     |     | 8-10 MARS, LYON<br>SALON MAHANA                             |     |     |     |     |     | 14-17 MARS, AMSTERDAM<br>EXPLORE FRANCE<br>TOURISME URBAIN |     |     |   |     |     |     |     |     |     |     |     |     |     |     | 26-27 MARS,<br>TOULOUSE<br>RDV EN FRANCE |     |     |     |  |  |  |  |
| IMAGE<br><br>Campagnes awareness / image.. Campagne «Only France» print et vidéo.<br>TV ou Pré-roll ou affichage ou presse |   |     |     |     |     |     | BELGIQUE - FR ET NL<br>CAMPAGNE RÉSEAUX SOCIAUX FB ET INSTA |     |     |     |     |     |  |     |     | 15-31 MARS, FRANCE (WIP) CAMPAGNE AFFICHAGE DYNAMIQUE   |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |  |  |  |  |
|  |   |     |     |     |     |     |   |     |     |     |     |     |  |     |     | 15-31 MARS, BELGIQUE (WIP) CAMPAGNE AFFICHAGE DYNAMIQUE   |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |  |  |  |  |
|  |   |     |     |     |     |     |   |     |     |     |     |     |  |     |     | PAYS-BAS : CAMPAGNE ONLINE FB INSTA ET PINTEREST THÉMATIQUES GASTRO, VÉLO, CULTURE, SPORTS NAUTIQUES, OENOLOGIE |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |  |  |  |  |
|  |   |     |     |     |     |     |   |     |     |     |     |     |  |     |     |   |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |  |  |  |  |
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|  |   |     |     |     |     |     |   |     |     |     |     |     |  |     |     |   |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |  |  |  |  |

|          |   | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17                         | 18  | 19  | 20  | 21  | 22  | 23  | 24  | 25  | 26                                       | 27                                | 28  | 29  | 30  | 31  |  |
|----------|---|-----|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------------------------|---|-----|-----|-----|-----|-----|-----|-----|--|-----------------------------------|-----|-----|-----|-----|--|
|          |   | VEN | SAM   | DIM   | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM                        | LUN   | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR                                      | MER                               | JEU | VEN | SAM | DIM |  |
| TACTIQUE | Actions visant à pousser offre/Période/thème Campagne d'Emailings, opérations « push média » en digital |     |   | OPÉRATION RHOMBERG DOOH<br>SALZBOURG, GRAZ, INNSBRUCK   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     | FRANCE : MARS<br>VÉLO MAG<br>& GUIDE CYCLOS   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     |   | AUTRICHE : ACTION DISPLAY SUR LE RÉSEAU PREMIUM DOMICOM NATIVE ADS AVEC PRÉSENTATION DE L'OFFRE DU PARTENAIRE CORSICA FERRIES |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     |   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            | AUTRICHE : ACTION SOCIAL MEDIA FACEBOOK ET INSTAGRAM AVEC UN CARROUSEL FB ET UN CARROUSEL IG PRÉSENTANT L'OFFRE DU PARTENAIRE CORSICA FERRIES |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     | AUTRICHE : ACTION DISPLAY SUR LE RÉSEAU PREMIUM SALZBURGER NACHRICHTEN EN PARTENARIAT AVEC LE TO RHOMBERG - GÉOTARGETING SALZBOURG ET ALENTOURS |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     |   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            | PAYS-BAS : CAMPAGNE ONLINE DE CONVERSION  |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
| PRESSE   | Opérations d'accueil, période de l'accueil et retour attendus.  |     |   |   |     |     |     |     |     |     |     |     |     |     |     |     |     | UK : PUSH MÉDIA CYCLO GT20 |   |     |     |     |     |     |     |     |  |                                   |     |     |     |     |  |
|          |   |     |   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     |  | FRANCE : 28 MARS-6 AVR<br>SALOMON |     |     |     |     |  |
|          |   |     |   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |                            |   |     |     |     |     |     |     |     | ITALIE :<br>ACCUEIL GRAVEL 4ACTION MÉDIA |                                   |     |     |     |     |  |



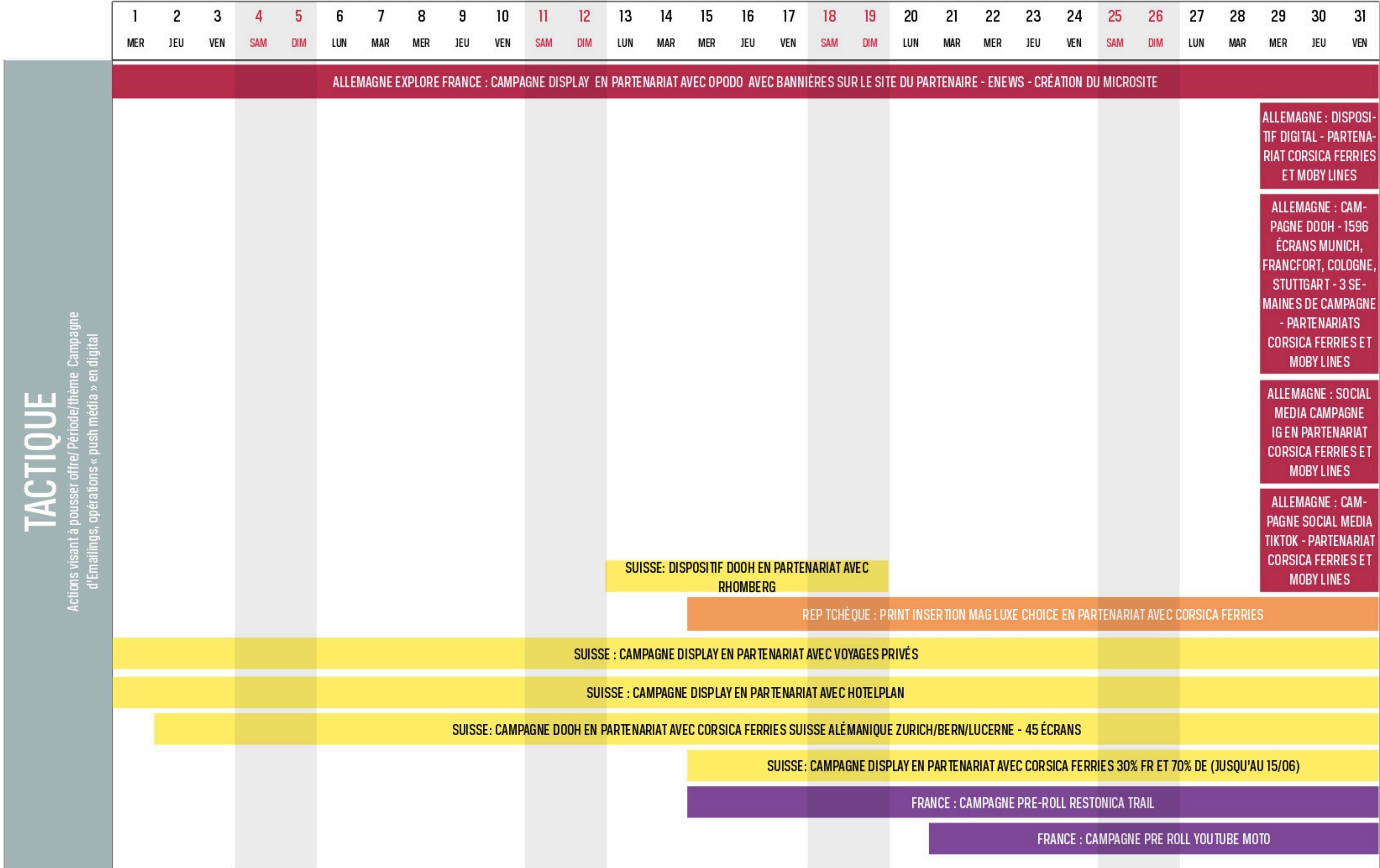
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| EVENTS<br>salons, événements<br>sportifs, workshops, RP   |  |  |  |  |   |  |  | ITALIE : 11 AVRIL<br>TOURNÉE ROADSHOW                                     |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  | MICE<br>SALON SENS |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  | FRA-ITA<br>TOURNÉE<br>ROADSHOW                                     |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  | ITALIE : DISPOSITIF AFFICHAGE MÉTRO MILAN 200 AFFICHES |  |   |  |  |   |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  | ITALIE : DISPOSITIF AFFICHAGE MÉTRO ROME 200 AFFICHES 9 - 22 AVRIL |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  | ITALIE : AEROPORTS METROS - 575 ECRANS   |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  | ITALIE : AFFICHAGE URBAIN MILAN 50 ECRANS                                 |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   | BELGIQUE : INSERTION<br>PUB MAISON ET JARDIN<br>MAGAZINE   |  |  |  |   |  |  |   |  |  |  |  |  |  |  |  |   | BELGIQUE : 2 PAGES<br>PUBLI-REPORTAGES<br>DANS MAGAZINE TOU-<br>RING EN FR ET NL |  |   |  |  |  |  |                    |  |  |  |  | BELGIQUE :<br>POSTS SUR R.S DU<br>MAGAZINE TOURING                   |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  | BELGIQUE : CAMPAGNE DISPLAY EN PROGRAMMATIQUE SUR LE SITE SOJERN   |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  | BELGIQUE : CAMPAGNE YOUTUBE PRÉ-ROLL SUR LA CORSICA CYCLO GT20 ET LA RESTONICA TRAIL                               |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  | PAYS-BAS : CAMPAGNE MAGAZINES AFFINITAIRES THÉMATIQUES<br>CULTURE, GASTRO |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  | AUTRICHE : PUBLI-RÉDACTIONNELS DIGITAL DANS LE MAGAZINE «SIGNATURE»<br>SIGNATURE.AT + RS AVEC JEU CONCOURS + ENEWS |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  | FRANCE : INSERTIONS PRESSE MOTO AVRIL/MAI - MOTO MAGAZINE - MOTO JOURNAL - MOTO REVUE                              |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   | FRANCE : INSERTION PRESSE COURRIER INTERNATIONAL |  |   |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           | FRANCE : INSERTION PRESSE CYCLO COACH HS |  |  |  |  |  |  |  |  |  |  |  |  |
|   | IMAGE<br>Campagnes awareness / image.. Campagne «Only France» print et vidéo.<br>TV ou Pré-roll ou affichage ou presse |  |  |  |   |  |  |   |  |  |  |  |  |  |  |  | ALLEMAGNE : VOLET DISPLAY ET VOLET SOCIAL |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  |  |   |  |  | SUISSE: PRINT - DOUBLE PAGE - MAGAZINE ELLE |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  |  |   |  |  | SUISSE : CAMPAGNE DOOH                      |  |  |  |  |                    |  |  |  |  |  |  | SUISSE : CAMPAGNE DISPLAY |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  | REP TCHÈQUE : CAMPAGNE SOCIAL MEDIA FB IG |  |  |   |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  |  |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |  |  |   |  |  |   |  |  |  |  |  |  |  |  |   |  |  |   |  |  |  |  |                    |  |  |  |  | REP TCHÈQUE : YOUTUBE - CAMPAGNE PRÉ ROLL - EN PARTENARIAT AVEC MOBY |  |                           |  |  |  |  |  |  |  |  |  |  |  |  |  |

| 1   | 2   | 3   | 4   | 5   | 6                                     | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17   | 18   | 19                                  | 20  | 21  | 22  | 23  | 24  | 25  | 26  | 27  | 28  | 29  | 30  | 1   |  |
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| LUN   | MAR | MER | JEU | VEN | SAM                                   | DIM | LUN | MAR | MER | JEU | VEN | SAM                                       | DIM | LUN | MAR | MER  | JEU  | VEN                                 | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER |  |
| ITALIE : SALOMON 28 MARS-06 AVRIL                       |     |     |     |     |                                       |     |     |     |     |     |     | ITALIE : ACCUEIL 4ACTION MEDIA - ESCALADE |     |     |     |  |  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|   |     |     |     |     | ITALIE : ACCUEIL 4ACTION MEDIA GRAVEL |     |     |     |     |     |     |   |     |     |     |  |  | ITALIE : ACCUEIL 4ACTION MEDIA WING |     |     |     |     |     |     |     |     |     |     |     |     |  |
|   |     |     |     |     |                                       |     |     |     |     |     |     |   |     |     |     |  | ITALIE : ACCUEIL DE 8 JOURNALISTES EN COLLABORATION AVEC MOBY ET LA CCI    |                                     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|   |     |     |     |     |                                       |     |     |     |     |     |     |   |     |     |     |  | ALLEMAGNE : ACCUEIL DE 8 JOURNALISTES EN COLLABORATION AVEC MOBY ET LA CCI |                                     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|   |     |     |     |     |                                       |     |     |     |     |     |     |   |     |     |     | SCANDINAVIE : ACCUEIL JOURNALISTES CHARLOTTE MIELKO THÉMATIQUES GASTRO/VIN, SPA ET OUTDOOR |  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |  |
| FRANCE : KOMOOT AVRIL - JUIN - VALORISATION DE LA GT 20 |     |     |     |     |                                       |     |     |     |     |     |     |   |     |     |     |  |  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |  |



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|--------|--|---|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|---|-----|-----|-----|--|--|--|
|        |  | MER   | JEU | VEN | SAM | DIM | LUN                                     | MAR | MER | JEU | VEN | SAM | DIM | LUN   | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU   | VEN | SAM | DIM | LUN | MAR   | MER | JEU | VEN |  |  |  |
| EVENTS | salons, événements<br>sportifs, workshops, RP  |   |     |     |     |     | CORSE : CORSICA CYCLO GT20<br>08-12 MAI |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |   |     |     |     |     | EVENT DAYS MICE<br>27 - 28 MAI<br>MARSEILLE |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | FRANCE : CYCLO COACH<br>MAGAZINE HS GUIDE DE<br>LA SAISON INSERT 1 PG               |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  | MICE 1 ARTICLE RÉALISÉ PAR CHALLENGES MÉDIATISÉ 1 MOIS SUR LE SITE DE CHALLENGES.FR |     |     |     |     |   |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | SUISSE: DISPOSITIF DOOH DESTINATION   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | SUISSE : DISPOSITIF DISPLAY   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  | SUISSE : PRINT - INSERTION<br>DOUBLE PAGE PARIS MATCH                               |     |     |     |     |   |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  | SUISSE : PRINT - INSERTION<br>MAGAZINE ELLE - RUBRIQUE<br>«NEUF NOUVEAU NOUVELLE»   |     |     |     |     |   |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | ITALIE : AEROPORTS METROS - 575 ECRANS 1 AVRIL AU 30 JUIN                           |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     | FRANCE : DIFFUSION VALORISATION GT 20 L'EQUIPE TV |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | FRANCE : CAMPAGNE PRESSE MOTO AVRIL/MAI - MOTO MAGAZINE - MOTO JOURNAL - MOTO REVUE |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
|        |  |   |     |     |     |     |   |     |     |     |     |     |     | FRANCE : PRINT HELLO NEW PLACE  |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
| IMAGE  | Campagnes awareness / image. Campagne «Only France»<br>print et vidéo. TV ou Pré-roll ou affichage ou presse |   |     |     |     |     |   |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |   |     |     |     |     |   |     |     |     |  |  |  |
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|        |  | MER   | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM  | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM  | LUN | MAR | MER | JEU | VEN |  |
| PRESSE | Opérations d'accueil, période de l'accueil et retour attendus.     | ITALIE: ACCUEIL PRESSE<br>4ACTION MEDIA<br>SPELEOLOGIE ET CANYONING |     |     |     |     |     |     |     |     |     | ITALIE : ACCUEIL PRESSE<br>4ACTION MEDIA - RUNNING |     |     |     |     |     |     |     |     |     |     |     |     |     |     | SUISSE: PRINT «BLICK' ET 'SONNTAGSBlick -<br>DOUBLE PAGE |     |     |     |     |     |  |
|        |  |   |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |  |
| DIVERS | Ex partenariat : Corse Matin / Mezzu Mezzu, ou encore avec Komoot) | FRANCE : KOMOOT AVRIL - JUIN - VALORISATION DE LA GT 20             |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |  |
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|  | SAM   | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM |
| EVENTS   | salons, événements<br>sportifs, workshops, RP   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| IMAGE  | Campagnes awareness / image. Campagne «Only France»<br>print et vidéo. TV ou Pré-roll ou affichage ou presse                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | ALLEMAGNE: OPÉRATION<br>DÉDIÉE À LA DESTINA-<br>TION CORSE À L'AM-<br>BASSADE DE FRANCE À<br>BERLIN                                   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | ITALIE : AEROPORTS METROS - 575 ECRANS 1 AVRIL AU 30 JUIN   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | SUISSE: CAMPAGNE DOOH DESTINATION<br>(3EME VAGUE PRINTEMPS)   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | SUISSE : CAMPAGNE DISPLAY   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | FRANCE : PRINT TRANSVIA JUIN/JUILLET PUBLIREDACTIONNEL FR-GB BIMENSUEL  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | FRANCE : PRINT TRANSVIA JUIN/JUILLET PUBLIREDACTIONNEL  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| FRANCE : INSERTION PRINT CYCLO COACH   |   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| TACTIQUE   | Actions visant à pousser offre/ Période/thème Campagne<br>d'Emailings, opérations « push média » en digital                           |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | FRANCE : CAMPAGNE PRE ROLL YOUTUBE MOTO   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | SUISSE: CAMPAGNE DISPLAY EN PARTENARIAT AVEC VOYAGES PRIVÉS (JUSQU'AU 30 JUIN)  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | SUISSE: CAMPAGNE DOOH EN PARTENARIAT AVEC CORSICA FERRIES SUISSE<br>ALÉMANIQUE ZURICH/BERN/LUCERNE - 45 ÉCRANS (JUSQU'AU 10/06)       |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | SUISSE: CAMPAGNE DISPLAY EN PARTENARIAT AVEC CORSICA FERRIES 30% FR ET 70% DE (JUSQU'AU 15/06)  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | ALL: DOOH - 1596 ÉCRANS MUNICH, FRANCFORT, COLOGNE, STUTTGART - AVEC CORSICA FERRIE / MOBY LINES                                      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | ALLEMAGNE: DIGITAL - SÉLECTION DE SITES WEB - PARTENARIAT CORSICA FERRIES ET MOBY LINES   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|  | ALLEMAGNE: CAMPAGNE SOCIAL MEDIA - PARTENARIAT CORSICA FERRIES ET MOBY LINES (1 MOIS POUR LA VIDÉO ET 2 SEMAINES POUR LES POSTS FEED) |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| ALLEMAGNE : CAMPAGNE SOCIAL MEDIA TIKTOK PARTENARIAT CORSICA FERRIES ET MOBY LINES |   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |

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|        | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | JAN |
| PRESE  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
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| DIVERS |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
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|   | LUN | MAR | MER | JEU | VEN | SAM                      | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM  | DIM   | LUN | MAR | MER |  |  |
| IMAGE<br><br>Campagnes awareness / image. Campagne «Only France»<br>print et vidéo. TV ou Pré-roll ou affichage ou presse |     |     |     |     |     |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |   |     |     |     |  |  |
|   |     |     |     |     |     | REPORTAGE TENDANCE NOMAD |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |   |     |     |     |  |  |
| TACTIQUE<br><br>Actions visant à pousser offre/ Période/thème<br>d'Emailings, opérations « push média » en digital        |     |     |     |     |     |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |   |     |     |     |  |  |
|   |     |     |     |     |     |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | FRANCE : CHAMPIONNAT DU MONDE D'APNEE<br>CAMPAGNE SOCIAL MEDIA IG FB DU 23/07 AU 15/08 |   |     |     |     |  |  |
|   |     |     |     |     |     |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  | ITALIE : CHAMPIONNAT DU MONDE D'APNEE<br>CAMPAGNE SOCIAL MEDIAIG FB DU 23/07 AU 15/08 |     |     |     |  |  |

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|          | JEU | VEN | SAM | DIM  | LUN  | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU  | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM |  |
| TACTIQUE |     |     |     |  |  |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|          |     |     |     |  | FRANCE : CHAMPIONNAT DU MONDE D'APNEE<br>CAMPAGNE SOCIAL MEDIA IG FB DU 23/07 AU 15/08 |     |     |     |     |     |     |     |     |     | FRANCE : CAMPAGNE OFFRES 1/2<br>CAMPAGNE SOCIAL MEDIA IG FB DU 19/08 AU 18/09        |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|          |     |     |     |  | ITALIE : CHAMPIONNAT DU MONDE D'APNEE<br>CAMPAGNE SOCIAL MEDIAIG FB DU 23/07 AU 15/08  |     |     |     |     |     |     |     |     |     | ITALIE : CAMPAGNE OFFRES 1/2<br>CAMPAGNE SOCIAL MEDIA IG FB DU 19/08 AU 18/09        |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|          |     |     |     |  |  |     |     |     |     |     |     |     |     |     | BELGIQUE (FR) : CAMPAGNE OFFRES 1/2<br>CAMPAGNE SOCIAL MEDIA IG FB DU 19/08 AU 18/09 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|          |     |     |     |  |  |     |     |     |     |     |     |     |     |     | SUISSE (FR) : CAMPAGNE OFFRES 1/2<br>CAMPAGNE SOCIAL MEDIA IG FB DU 19/08 AU 18/09   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
| DIVERS   |     |     |     |  |  |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |
|          |     |     |     | FRANCE : ACCUEIL D'UN JOURNALISTE<br>POUR PORTO LATINO |  |     |     |     |     |     |     |     |     |     |  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |

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| EVENTS   | Salons, événements sportifs, workshop, RP  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|          | MAR  | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU | VEN | SAM | DIM | LUN | MAR | MER | JEU |
|          | <div>WORKSHOP TRAVEL IN FRANCE AU LUXEMBOURG 01</div> <div>WORKSHOP + CONF PRESSE OUVERT. LIGNE AERIENNE ANNUELLE TOULOUSE BASTIA AIRCORSICA/ AEROPORT TOULOUSE/ CCI 03-04</div> <div>WORKSHOP + EVENT FESTIVA CINEMA À ZURICH 04-05</div> <div>SALON TTG À RIMINI 09-11</div> <div>ROC D'AZUR - FREJUS 9-13</div> <div>WORKSHOP DACH À MUNICH 16-17</div> <div>ITA EDUCTOUR CCI/ CORSICA FERRIES/ VOYAGE PRIVE - 15</div> <div>ITALIE - EDUCTOUR WORKSHOP CI VEDIAMO IN CORSICA EN CORSE 18-22</div> <div>CAN - WORKSHOP ET NETWORKING PRESSE 22-23</div> <div>CORSICA BIKE FESTIVAL L'ISULA - 25-27</div> <div>MISSION DE PROSPECTION AVEC 15 DÉCIDEURS ALLEMANDS (TO ET OPÉRATEURS AÉRIENS) 27-31</div> |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| IMAGE    | Campagnes awareness/image, campagne "Only France" print et vidéo TV ou pre-roll ou affichage ou presse   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|          | <div>CAN : CAMPAGNE PARTENARIALE AIR TRANSAT DIGITAL ET PRINT FIN NOV ET DEBUT FEV (DATES À PRÉCISER)</div> <div>CAN : CAMPAGNE PARTENARIALE EXPEDIA – EXPLORE FRANCE (ATF) - ATC DIGITAL FIN NOV ET DEBUT FEV (DATES À PRÉCISER)</div>  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| TACTIQUE | Actions visant à pousser offre/ Période/thème<br>Campagne d'e-mailing, opérations "push media" en digital  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|          | <div>SUISSE : CAMPAGNE PARTENARIALE VOYAGE PRIVEE DISPLAY META E-MAILING 21/10 AU 30/11</div>  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| PRESE    | Opérations d'accueil, période de l'accueil et retour attendus  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |

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| EVENTS   | Salons, événements sportifs, workshop, RP   |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
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| IMAGE    | Campagnes awareness/imp.<br>campagne "only France" print et video<br>TV no genre et affichage ou grille           | ALL - CAMPAGNE DE COMMUNICATION DE FIN D'ANNEE<br>AFFICHAGE OOH TRAM/METRO/BUS - DIFF NATIONALE AVEC CIBLAGE : MUNICH/STUTTGART/COLOGNE/FRANCFORT<br>01/11 AU 15/12 |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
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| TACTIQUE | Adresser le client pour le convertir en client fidèle<br>Campagne de emailing, sponsoring, partenariat en digital |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
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|          |   |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|          |   |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
|          |   |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |
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## PRESSE