

PRESS KIT · SAFAE HBIRKOU

Safae *Hbirkou*

safaehbirkou.com

BIOGRAPHY

Actress, TV host and content creator, Safae Hbirkou (صفاء حبيركو, also spelled Safaa Hbirkou) is one of Morocco's most followed personalities, with a community of more than 12 million people across Instagram, Facebook and Snapchat.

Born in Kenitra, Safae Hbirkou first came to public attention when she won the title of Miss Morocco. She made her acting debut in Switchers, Inwi's web series that became an online phenomenon in Morocco, then appeared in 2014 in the series Zina and the film Moi aussi je t'aime, before director Yassine Fennane introduced her to a wider audience.

In 2015 she played the lead role of Mina in Waadi (also spelled Ouaadi), a Ramadan series on Al Aoula whose popular success made her a household name; that same year she appeared on the big screen in Youssef Britel's The Green March, and Waadi returned for a second season in 2016. She went on to star in the Al Aoula TV film Love's Memory, the series Sakin Wamaskun, then Wjeh Tani in 2018. In 2019 she played the lead in Ksar Bacha on 2M and appeared in the series Al Bahja Tani. In 2024 she starred in the film Qelb 6/9.

For three seasons she was the main host of Lalla Laaroussa, one of Moroccan television's most watched family shows.

Meanwhile she built one of Morocco's largest digital communities. Ambassador for Head & Shoulders in the Middle East, for Dalaa, for Lesieur Cristal's Taous shampoos and earlier for PB Cosmetics in Morocco, she lends her image to brands that share her values of simplicity, elegance and Moroccan pride.

KEY FACTS

Hometown	Kenitra, Morocco
Work	Actress, TV host, content creator
Title	Miss Morocco
Debut	Switchers, Inwi web series
Breakthrough	Waadi, Al Aoula (2015)
Television	Lalla Laaroussa, three seasons
Brand ambassador	Head & Shoulders (Middle East), Dalaa, Taous
Community	12 million+ followers

AUDIENCE

12M+	7,3M	3,7M	1M
Community	Instagram	Facebook	Snapchat

FILMOGRAPHY · TELEVISION

2024	**Qelb 6/9** Feature film · directed by Mohamed Ali Laouini
2019	**Al Bahja Tani** Series · 30 episodes · as Sara · directed by Safaa Baraka
2019	**Ksar Bacha** Series · 2M · Lead role · directed by Anouar Moatassim
2018	**Wjeh Tani** Series · 30 episodes · directed by Yassine Fennane
2017	**Sakin Wamaskun** Comedy series · directed by Ahmad Aksas
2017	**Love's Memory** TV film · Al Aoula · as a dentist · Ali'N Production
2016	**Waadi · season 2** Series · Al Aoula · Lead role (Mina) · 30 episodes

2015	**The Green March (Al Massira)** Feature film · directed by Youssef Britel
2015	**Waadi** Series · Al Aoula · Lead role (Mina) · Ramadan · directed by Yassine Fennane
2014	**Moi aussi je t'aime** Feature film · directed by Driss Roukhe
2014	**Zina** Series · 30 episodes · directed by Yassine Fennane
2012-2013	**Switchers** Web series · Inwi · acting debut
3 saisons	**Lalla Laaroussa** Main host · three seasons · 2M

CONTACTS

Press	presse@safaehbirkou.com
Partnerships	collab@safaehbirkou.com
Web	www.safaehbirkou.com