

PRESS RELEASE**CAF and SPORTFIVE extend their partnership until 2028**

Paris, 12th June 2015 – The Confédération Africaine de Football (CAF) and SPORTFIVE conclude a landmark agreement to extend their partnership for the main CAF competitions for a period of 12 years (2017-2028).

CAF and SPORTFIVE extend their partnership until 2028 for SPORTFIVE to continue to commercialize the marketing and media rights of the main regional football competitions in Africa, including the Africa Cup of Nations, African Nations Championship and African Champions League.

SPORTFIVE, an agency of Lagardère Unlimited – the Sports and Entertainment division of the Lagardère Group – will continue to develop and promote African football all over the world through its worldwide network. The extension of the historical partnership between CAF and SPORTFIVE will allow CAF to continue to create value for all stakeholders of the sport on the African continent.

“We have appreciated and are very satisfied with SPORTFIVE performance over the years. We are excited to expand this agreement for 12 additional years and to jointly continue to cooperate in the future to promote our sport”, said **Issa Hayatou, President of CAF**.

This deal reinforces the dominant position of Lagardère Unlimited in the business of football globally, and highlights the strength of the group in maintaining and building long-term strategic partnerships with key rights holders.

“We are very proud of the trust and confidence CAF has given us. We are delighted to continue our collaboration and to work closely with CAF in order to promote African football worldwide. We strongly believe that the African continent is a source of significant growth for our business activities in the coming years and this partnership renewal with CAF is a perfect example of this vision”, said **Arnaud Lagardère**, on behalf of the Lagardère Group, Lagardère Unlimited and SPORTFIVE.

About CAF

The Confédération Africaine de Football (CAF) is an international non-governmental organization and the football governing body in Africa. It is currently running 11 competitions amongst which the African Cup of Nations (CAN) and the African Nations Championship (CHAN). CAF was founded in 1957. It has a membership of 54 National Associations. The headquarters is located in Cairo, Egypt. For more information: www.cafonline.com

About SPORTFIVE

SPORTFIVE, a subsidiary of Lagardère Unlimited, is an international sports marketing agency and the European and African leader in the management of marketing and media rights for sports. SPORTFIVE offers sporting clubs, federations and events its unique experience and know-how in professional sports management: negotiating TV rights at international level, advertising in stadiums, sponsorship and hospitality programs.

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