



Press release

Boulogne, 10 December 2019

FDJ continues its long tradition of supporting French sport by becoming an Official Partner of the Olympic and Paralympic Games Paris 2024

In the second quarter of 2020, FDJ will join the national partnership programme for the Olympic and Paralympic Games Paris 2024 and become an Official Partner. The company has long supported the Paris Olympic bid and French athletes in general and also made major contributions to French sport over the years.



FDJ has 30,000 points of sale all over France, so everyone can get involved in the Olympic and Paralympic Games Paris 2024

The whole of France is backing the Olympic and Paralympic Games Paris 2024. In a major milestone for French sport, the Games will be the country's biggest ever event and therefore require coordinated efforts over the next five years. The biggest local network in France, FDJ, will help bring everyone in the country together to celebrate the world's greatest sporting event.

FDJ, a long-time partner of French sport

This partnership is an opportunity for FDJ to highlight its historic commitment to developing French sport and promoting its values. Echoing the social legacy objectives set by Paris 2024, FDJ carries out initiatives to promote ethics and diversity, for example by supporting women's sports and sports for disabled people.

It is also an opportunity for FDJ to renew its backing of the French Olympic and Paralympic teams. As part of an almost 30-year commitment to support young champions, the company is now launching FDJ Sport Factory to help top athletes achieve their goals. The team brings together 27 athletes who are all looking to take home medals from the Olympic and Paralympic Games in 2020, 2022 and 2024.

A special lottery programme

To sweep everyone up in the party and create team spirit, FDJ has kicked instant games to mark a number of major sports events, such as the French-hosted 1998 FIFA World Cup and UEFA Euro 2016 tournaments, as well as to support the national teams at the Olympic Games in Sydney, Athens, Beijing and London.



FDJ was also the first company to actively support the bid to host the Olympic and Paralympic Games Paris 2024, launching a temporary instant game for the occasion.

The Group will extend this tradition by holding a new licensed lottery programme from 2020 to 2024, consisting of games (draw game or instant game) that will be expanded as the event develops.

The programme will help build up the national atmosphere ahead of the Olympic and Paralympic Games Paris 2024.

"FDJ has supported French sport for over 30 years and so we naturally wanted to promote the Parisian bid for the 2024 Games," said **Stéphane Pallez**, Chairwoman and CEO of FDJ. "By joining the Paris 2024 Organising Committee for the Olympic and Paralympic Games, we have renewed our commitment to sport and French athletes. Collaborating with the biggest sports event in the world is a real opportunity for FDJ and our 25 million customers, as well as our retailer network and employees. Our past contributions to the world of sport all led to this current commitment to get everyone involved in Paris 2024 and thus contribute to this great sporting and societal project."

The Paris 2024 President, **Tony Estanguet**, said, "Making the Olympic and Paralympic Games with and for the people of France is about making the event part of their daily lives. Paris 2024 chose FDJ, the biggest local network in France, to celebrate the ultimate sporting event all over the country. We have not forgotten that FDJ was the first partner to show a strong interest in our Olympic bid. That is why we have been working together to drive our project forward: creating an instant game to support the bid, carrying out joint initiatives to promote gender equality in sport, and more. I am delighted that our journey together is continuing."



About FDJ's commitment to sport

FDJ has been committed to supporting French sport for over 30 years. The company contributes to the budget of the French National Sports Agency (ANS) and was a partner of the French National Olympic and Sports Committee from 2000 to 2018. FDJ was also a partner of the French Paralympic and Sports Committee from 2015 to 2018.

In addition, through its Challenge programme, FDJ has supported over 400 high-level athletes who have won a total of 162 Olympic and Paralympic medals since 1991.

FDJ also plays a role in elite international cycling through its men's and women's teams. The company has sponsored the FDJ cycling team – renamed Groupama-FDJ in 2018 – since 1997, and the FDJ-Nouvelle Aquitaine-Futuroscope women's team since 2016.

FDJ has also partnered with a number of team sports clubs, including basketball and handball clubs. A sports betting operator since 1985, FDJ is a partner of four Ligue 1 (the top division of the French professional football league) clubs: Olympique de Marseille, Olympique Lyonnais, FC Nantes and AS Monaco. FDJ has also formed a partnership with the NBA through its brand, ParionsSport.

In addition, FDJ has previously supported major sporting events held in France, such as UEFA Euro 2016, and committed to promote women's sport by launching the "Sport pour Elles" programme in 2016.

About Paris 2024

The Paris 2024 Organising Committee for the Olympic and Paralympic Games is responsible for planning, organising, financing and delivering the Olympic and Paralympic Games in Paris in 2024, in accordance with the Host City Contract signed by the IOC (International Olympic Committee), CNOSF (French National Olympic and Sports Committee) and Paris City Council.

The Olympic and Paralympic Games are the leading sports event in the world and have a unique media impact, bringing together some 10,500 Olympic and 4,350 Paralympic athletes respectively representing 206 and 182 delegations from five continents. The Games are followed by over 13 million spectators and 4 billion viewers around the world through more than 100,000 hours of TV coverage, and their impact as a global event of great sporting, economic and cultural importance is unparalleled.

Paris 2024 was established in January 2018 and is chaired by Tony Estanguet (three-time Olympic champion and IOC member). It is run by an Executive Board, which brings together all the project's founding members, namely the CNOSF, Paris City Council, the French State, the Greater Paris regional authorities, CPSF (French Paralympic and Sports Committee), Métropole du Grand Paris, Seine Saint Denis departmental council and representatives from the towns and cities involved in the Games.

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FDJ is the historical and unique lottery operator in France, the #2 in Europe and #4 worldwide. It is also the main sports betting operator in France. FDJ offers a range of around 85 enjoyable, responsible games to the general public, both at points of sale and online: lottery games – draw games (Loto, Euromillions, etc.) and instant games (Millionnaire, Cash, jeux Mission Patrimoine, Astro, Vegas, etc.) – and sports betting (Parions Sport). FDJ's performances are driven by its portfolio of iconic brands, its local sales network, which is the largest in France, a growing market, investment, and a strategic innovation drive aimed at enhancing the appeal of its offer and distribution network. FDJ had some 25 million players and over 30,000 points of sale in 2018, when it collected €15.8 billion in stakes, contributed €3.5 billion to the public finances and paid out €785 million to its offline distribution network. FDJ Group is listed on the regulated market of Euronext Paris (Compartment A – FDJ.PA).

For further information, see the Group website: www.groupefdj.com

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