

Press release

3 September 2015

The new Bordeaux stadium will be called the “Matmut Atlantique”

The Matmut Group has just signed an agreement naming the new Bordeaux stadium for a 10-year period. From now on, the new sporting venue, which was inaugurated on 18 May of this year, will be called the “Matmut Atlantique”.

This new name will soon be seen on a giant totem pole installed in front of the stadium, and on the stadium roof.



Matmut Draft. Subject to amendment. ©Philippe Caumes

Following the signature of this agreement, Daniel Havis, the Chairman of Matmut, said: *“The Matmut Group strongly believes in projects that contribute to improving the quality of life in the regions where they are developed. The Matmut Atlantique is an architecturally magnificent stadium which will undoubtedly promote trade, social interaction and the provision of local services around the sporting arena, and we are delighted to be making a contribution to its success and attractiveness.*

This commitment will prolong our substantial investment in the region. In particular, that investment will be reflected in the forthcoming finalisation of our merger agreement with the mutual Ociane, which is well-known not only to the inhabitants of Bordeaux but to everyone in the region.

We are also thrilled with the results of Union Bordeaux Bègles, which has our strong support and is another illustration of our commitment.”

Nicolas Gomart, the Chief Executive Officer of the Matmut Group, added that: *“The Matmut Atlantique has all the characteristics of the so-called new generation of stadia, with innovative services, particularly in the digital domain... These modern services offered to spectators, and the fact that we regard the naming of stadia as an effective method of advertising, encouraged us to associate Matmut’s name with this vibrant and exciting venue.”*

The Matmut Group is especially pleased with the schedule for the Matmut Atlantique, which during the 2015 season will host three exhibition matches involving Union Bordeaux Bègles, a rugby club in the TOP 14 of which the Matmut Group is a partner.

The Matmut Group already has experience of naming stadia, as the stadium of LOU Rugby, a Pro D2 team located on the outskirts of Lyon, has been called the Matmut Stadium since 2011.

As a mutual insurance company, the Matmut Group is also heavily involved in sports. The Group already supports a large number of sporting disciplines through high-level clubs and sports personalities, particularly in rugby, motorsports, sailing, ice-hockey, football and basketball. For the Matmut Group, sports sponsorship is an effective way of promoting its mutual values and is a natural extension of its corporate citizenship approach.

Currently, it has more than 200 partnerships in operation every year across all disciplines and levels of sporting endeavour.

The largest stadium on the Atlantic coast

With a flexible all-seater capacity of more than 42,000, the Matmut Atlantique is the largest stadium in the south-west and on the Atlantic coast. It offers a rich and diverse schedule of sports and entertainment. In addition to matches played by its resident club, FC Girondins de Bordeaux, the ground will also host some Union Bordeaux Bègles rugby matches and a number of football internationals such as the forthcoming match between France and Serbia on 7 September 2015. Finally, it will be one of the official stadia for UEFA's Euro 2016, with 5 matches scheduled.

A connected and innovative stadium for the 21st century

Designed by the firm Herzog & De Meuron and built and operated by the VINCI and FAYAT groups, the Matmut Atlantique is a genuine architectural work entirely dedicated to the comfort of spectators. With the user-friendliness of an English-style stadium, it is also equipped with the latest technological innovations, including, in particular, a tough hybrid grass pitch and HD Wi-Fi connectivity allowing spectators to access the internet and new digital services at any time, anywhere in the ground.

Upon signature of this agreement, Pierre Coppey, VINCI's Chief Operating Officer, said: *"I am delighted with this long-term partnership with Matmut, which is a great French company dedicated to its mutual values. This new stadium, which is now called the Matmut Atlantique, is a perfect illustration of an exemplary public-private partnership."*

FAYAT's Chief Executive Officer, Laurent Fayat, said: *"We are very keen to promote our region and it is pleasing to see a big name like Matmut associated with the Bordeaux stadium, which is universally recognised for its exceptional architecture. We took pride in its construction and we will be equally proud to operate it under the name Matmut Atlantique."*

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