



OL GROUPE

OL AND GROUPAMA RHÔNE-ALPES AUVERGNE:

A COMPREHENSIVE PARTNERSHIP THAT GOES FAR BEYOND NAMING

Lyon, 13 July 2017

Olympique Lyonnais is pleased to announce that the exclusive discussions begun with Groupama Rhône-Alpes Auvergne on 29 June have resulted in today's signing of a comprehensive, modern and innovative partnership.

Groupama Rhône-Alpes Auvergne has been a major partner with OL for several years, for the men's, women's and youth teams, and has already lent its name to the Groupama OL Training Center and the Groupama OL Academy. The relationship is now entering a new phase, and the naming rights for Olympique Lyonnais' stadium, now called "Groupama Stadium", constitute its focal point. The partnership will also include a shared marketing platform.

The three-year renewable naming contract will provide visibility for "Groupama stadium" on its exterior, in the arena, in the VIP and general public areas, as well as in the sports zones, and will allow Groupama Rhône-Alpes Auvergne to use the image of the stadium to promote its products and services.

Groupama Rhône-Alpes Auvergne will benefit from a wide range of hospitality services for all events held at Groupama Stadium, and enjoy use of stadium facilities 365 days a year, a unique value proposition available only at Olympique Lyonnais' new stadium.

The contract also provides for the development of significant marketing synergies between Olympique Lyonnais and Groupama Rhône-Alpes Auvergne, with ambitious short- and long-term economic goals.

The historical relationship between Olympique Lyonnais and Groupama Rhône-Alpes Auvergne, based on their common regional heritage, will be strengthened and consolidated under this new partnership.

Jean-Michel Aulas said, "I am especially pleased and proud of the signing of this comprehensive naming and marketing partnership with Groupama Rhône-Alpes Auvergne. We have always been convinced that what was possible abroad would also be possible in France. Together we have created an arrangement that transcends the mere visibility of a brand in a stadium."

Jean-Louis Pivard said, "We are proud that the Groupama Rhône-Alpes Auvergne mutual insurance company has once again joined forces with its partner OL to give its name to this new stadium, whose initial success is very promising. We hope that it will enhance



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visibility and awareness throughout our region vis-à-vis all of our stakeholders, and especially elected officials and our members.”

Francis Thomine said, "This new phase in our partnership with OL has an innovative structure with ambitious economic objectives that will also give a rewarding sense of pride and belonging to our employees and our members. Groupama Stadium will be a large sports arena as well as a unique venue for events and socio-cultural gatherings in our region. We are eagerly looking forward to the successful development of this partnership.”

About Groupama Rhône-Alpes Auvergne: a Groupama group mutual insurance company with 580,000 member-customers, 2,000 salaried employees, Groupama Rhône-Alpes Auvergne covers a region with 12 départements and 5,800 elected officials. A generalist insurer, Groupama Rhône-Alpes Auvergne leads the agricultural and local authorities segments and is also a major insurer of individuals, tradespeople, merchants and corporate customers. The company provides local service to members through a single, 320-branch distribution network and four fully-connected mobile branches. 2016 Revenue: €1 billion.

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ISIN code: FR0010428771

Reuters: OLG.PA

Bloomberg: OLG FP

ICB: 5755 Recreational services

