



## **GROUPAMA EXTENDS THE NAMING AGREEMENT FOR OLYMPIQUE LYONNAIS' STADIUM**



Lyon, 5 October 2020

Groupama Rhône-Alpes Auvergne is extending for two years the naming agreement for Olympique Lyonnais' Groupama Stadium. The deal shows the mutual insurer's desire to keep investing in growth and burnishes its credentials as a major force in the region.

### **Higher profile through an even stronger partnership**

Building on the success of the past three years, Groupama Rhône-Alpes Auvergne is delighted to be extending an effective and well-suited partnership that meets its development, reputational and image-related goals in the area it serves. The new deal takes the relationship between two leading players in the region to the next level, with the name being given greater prominence within the stadium.

**Groupama**  
— STADIUM

### **Groupama Stadium, a facility flying the flag for the mutual insurer**

Groupama Stadium is an ultra-modern and innovative stadium that hosts the region's top sporting and entertainment events. It helps to create jobs and strengthen communities and has played a big part in raising the profile of the Lyon region across France and internationally. By securing naming rights to Olympique Lyonnais' stadium, Groupama Rhône-Alpes Auvergne has closely associated itself with a major project powering the development of Lyon and its region and will reap substantial promotional benefits as a result. The Groupama Stadium embodies the mutual insurer's and Olympique Lyonnais' shared values: excellence, innovation, talent development and equal opportunities, and a commitment to develop the local communities they serve.

### **Groupama, a partner for local projects and initiatives**

Groupama Rhône-Alpes Auvergne has a very strong local presence and is pursuing a partnership-based strategy built on the principles of commitment, mutual respect and balance. It is currently backing over 200 sporting, cultural, socio-educational and business projects and supporting initiatives in the area it serves, forging ever closer relationships with its member-customers.

Lyon, le 05/10/2020

“We are proud to be extending the Groupama Stadium naming agreement, as it is an iconic venue for sporting achievement and for premier business and cultural events. Groupama Stadium also serves as a major development driver for Lyon and the surrounding area. We wish OL all the very best with both its sporting endeavours and its economic performance”, commented **Francis Thomine, Managing Director of Groupama Rhône-Alpes Auvergne**.

“The decision to extend our partnership with Groupama reflects the respect we have for each other and the major commitments we have made to our region, our local base, and a mutual desire to promote equal opportunities and strengthen communities across our region and beyond. We are deeply honoured to be playing our part in building an even more responsible and ambitious future through environmental objectives alongside Groupama Rhône-Alpes Auvergne.” **Jean-Michel Aulas, Chairman of Olympique Lyonnais**.

### About Groupama Rhône-Alpes Auvergne

Groupama Rhône-Alpes Auvergne, a community-focused insurer with a network of 310 branches, also supports the development of the regions where its members and its employees live. The Group's mutual model, which is part of its DNA, aims to ensure it contributes fully to people's everyday life. Its more than 2,100 employees and 5,000 representatives help meet its member-customers' needs on a daily basis.

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