

FNAC DARTY



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FNAC DARTY PRESENTS ITS FULL PACKAGE OF INITIATIVES FOR PARIS 2024

Paris, January 22, 2024 — As an Official Supporter of the Olympic and Paralympic Games Paris 2024, Fnac Darty is rolling out a number of initiatives involving athletes, employees and customers, all with the same ambition: To share this unique global event with them and to promote the Group's expertise as a leading retailer of entertainment and leisure products, consumer electronics and domestic appliances.

FNAC DARTY SUPPORTING FRENCH OLYMPIC AND PARALYMPIC ATHLETES

Fnac Darty is proud to announce its support for athletes Enzo Lefort and Élodie Lorandi for the Olympic and Paralympic Games Paris 2024



Born in Cayenne, French Guiana, in 1991, Enzo Lefort is a French **fencing icon** and a member of the national foil team. Enzo has been amassing major titles for over a decade, counting among them two individual foil world titles and a team gold medal at the Tokyo Olympic Games in 2021. He also has a degree in physiotherapy. Full of curiosity and passion, he is the author and hero of the French-language manga Enzo, which tells the tale of his unstoppable rise to the top, from childhood to his glittering career. He is a keen photographer and has produced two remarkable, self-published books: Behind the Mask (2020) and Hors Piste (2021). In 2022, he published Olympic Backstage. In this truly immersive insight into a gold medalist's preparation for the Olympic Games in Tokyo in 2021, which was held in the midst of the Covid pandemic, Enzo reveals just how a talented a photographer he is. By joining the Group as a **Fnac athlete**, Enzo aims to shine a spotlight on sports through culture in the run-up to Paris 2024.

Born in Cannes in 1989, Élodie Lorandi is a **French para-swimmer**. Having undergone multiple operations for a rare disease, Élodie began swimming at the age of four. She was already a national champion and French record-holder as a junior, but then her career really took off: Élodie became world champion and competed in three Paralympic Games where she won several medals, including a gold in London in 2012 in the 400m freestyle. In 2018, having amassed 40 international medals, she joined the French rowing team and won a medal at the World Championships. The Covid-19 pandemic brought everything to a standstill and Élodie put her career on hold to become a mother in 2021, before returning to top-level swimming in 2023. Commenting on Fnac Darty's support, Élodie describes it as "an absolute joy to feel looked after, supported and encouraged." Fnac Darty is delighted to be supporting Élodie, who is a shining example of resilience and pushing one's limits as she prepares to write the final chapter in her extraordinary career.



Enzo and Élodie will participate in events organized by Fnac Darty and attended by employees and customers. Employees and customers will have the privilege of attending one of their training sessions and will be offered a peek behind the scenes of their preparation. **Enzo Lefort will also meet his fans during an in-store book-signing to mark the release of volume 2 of his manga, ENZO.**

A key role in support of those involved in Paris 2024, at the heart of the Olympic and Paralympic sites

For the duration of the Paris 2024 Olympic and Paralympic Games, Fnac Darty's teams will be there to support the athletes in the Athletes' Village and across the 160 venues hosting the events.

Darty after-sales service technicians will be available to step in if needed and ensure that the products provided by the brand keep working as they should. A total of 25,000 large and small domestic appliances will be supplied to all Olympic and Paralympic venues, including the Media Village in Le Bourget.

The Group is proud to announce a goal of "100% reuse" for all its products, in accordance with its desire, set out in its strategic plan Everyday, to grow its range of Second Life products and promote responsible consumption. **The Group will therefore seek out the best possible Second Life for all large and small domestic appliances. They will be taken back, tested, refurbished and either offered for Second Life sale in our stores after Paris 2024 or donated to charity; any products that have suffered excessive wear and tear will be sent for recycling.**

Fnac will be on the ground with a **35m² pop-up store in the Village Plaza**, located in the heart of the Athletes' Village for the duration of the Olympic and Paralympic Games Paris 2024. The aim is to enhance the experience of the athletes and their delegations by allowing them easy access to a selection of entertainment and cultural products, including tourist guides in a number of languages, games, greetings cards and postcards, and Paris souvenirs. Electronic accessories will also be available.

A key player at the crossroads of sports and culture, Fnac will play an active role in the Cultural Olympiad

Ahead of the Olympic and Paralympic Games Paris 2024, Fnac Darty will develop initiatives and organize events for the Cultural Olympiad. This multidisciplinary artistic and cultural program, which will take place throughout France before and during the Games, reflects a desire to mix genres and disciplines beyond sports to promote and bring together sports and culture.

Brand campaigns to celebrate the alliance of sports and culture

The Group has also launched a brand campaign to celebrate sports and culture coming together at Fnac, as well as the professionalism and adaptability of our repair technicians and our delivery drivers and installers for Darty.

THE FNAC CAMPAIGN



THE DARTY CAMPAIGN





VIRAL CAMPAIGNS AND ENGAGING EDITORIAL CONTENT TO CELEBRATE THE VALUES OF SPORTS, ATHLETES AND EMPLOYEE INVOLVEMENT



Perhaps the best expression of Fnac Darty's commitment to the Olympic and Paralympic Games Paris 2024 is its two French web series, one for each of the partner brands: **"Le Corps et l'Esprit"** (The body and the mind) for Fnac and **"La quête de l'excellence"** (In pursuit of excellence) for Darty.

Released monthly on Instagram and TikTok until the start of the Olympic and Paralympic Games Paris 2024, these web series reflect Fnac Darty's desire to celebrate French athletes and para-athletes as they prepare for Paris 2024 and the passion of its employees, who share the same values of **pushing one's own limits, discipline and striving for excellence.**



DISCOVER THE WEB SERIES ON OUR SOCIAL MEDIA



on
[Fnac.com](https://www.fnac.com)



on
[Instagram](https://www.instagram.com)



on
[TikTok](https://www.tiktok.com)



on
[Darty.com](https://www.darty.com)



LAST BUT NOT LEAST, THE PARIS 2024 ADVENTURE IS ABOUT THE COMMITMENT OF THE GROUP'S 18,000 EMPLOYEES

The Group is involving its employees by introducing various activities at head office, with three objectives: to inform them about the partnership in order to pique interest and generate pride; to share the values of sports and the Olympic and Paralympic Games Paris 2024; and to offer employees a unique experience. These activities include an introduction to wheelchair table tennis, a Paralympic sport included in the program for Paris 2024, and an immersive virtual reality kayaking challenge.

The Group's employees have also had the opportunity to try their hand at Boccia, a mixed-gender competitive ball game that can be played by individuals or teams and will feature in the Paralympic Games Paris 2024, and Blind Soccer, a soccer-based competitive team sport adapted for players with visual impairments, with coaching from two of the sports' stars, Yvan Wouandji Kepmegni and the youngster Mathias Da Silva.

Enrique Martinez, Chief Executive Officer of Fnac Darty, concludes:

We believe that, like culture, sports contribute significantly to human development, national cohesion and bringing people together. The Olympic and Paralympic Games Paris 2024 present a unique opportunity to build a bridge between sports and culture and to celebrate their common values.

We are delighted to announce that we will be supporting Élodie Lorandi and Enzo Lefort as they prepare for the Games. We want our partnership with Paris 2024 to be multifaceted and sustainable: both before and during the Games via the Cultural Olympiad and ticketing, and during the four weeks of Olympic and Paralympic competition this summer through the provision of small and large domestic appliances to the Athletes' Village, those products ultimately being offered for Second Life sale to our customers after the Games.

Tony Estanguet, President of Paris 2024, adds:

We are proud to have partnered with Fnac Darty for over a year now. Together, we are able to shine a spotlight on the links between sports and culture and invite everyone to share in some incredible emotions.

We are united by our sporting values: pushing one's own limits, team spirit, striving for excellence and sharing experiences. As well as equipping the Athletes' Village and the sporting venues for Paris 2024, Fnac Darty continues to work closely with the athletes themselves and is helping to raise their profiles. We are delighted by its commitment to Élodie and Enzo, who are busy preparing for what is shaping up to be exceptional Olympic and Paralympic Games. Games Wide Open !

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