

*Lagardère*

COMMITMENTS  
**SPORTS**

CULTURE AND RESEARCH





**T**he Lagardère group is firmly attached to sports and shares sporting values. The qualities of great athletes are the same qualities a company needs to perform at its peak: self-transcendence, a passion for competition and team spirit. Even though the history of Lagardère has long been linked with the world of sport, this privileged relationship has now taken on a new dimension. This observation is borne out by two developments.

The sponsorship of sports is the first of these developments. It was my express wish to see Lagardère contribute to the global influence of France by concretely increasing its chances of winning medals in international competitions. To that end, Lagardère has implemented a number of initiatives that go beyond simple patronage. Rather than simply providing financial support, Lagardère's strategy is to invest in resources for the development of potential hitherto unavailable to the sports world, and then make those resources available to athletes at all levels.

To be sure, our approach, oriented towards championship athletes, is also an investment in our image. Its aim is

to strengthen the credibility of Lagardère's involvement in high-level sports and facilitate the establishment of a link with various national and international athletic movements. But we are also sincere in our approach. When considered as a coherent whole, it aims to promote sports and the practice for sports for all, including the most disadvantaged among us.

The second development is the development of sports as a business. As a media conglomerate oriented towards content production and aggregation, Lagardère could not remain indifferent to the economic potential represented by sports. The recent acquisition of Sportfive, which I have incorporated into the new Lagardère Sports division, has enabled our company to expand into the management and marketing of sports rights.

In the final analysis, these two developments – sports sponsorship and sports as business –, implemented separately, but complementary in their philosophy, have a common objective: to make Lagardère a major player in the realm of sports throughout the world.

**Arnaud Lagardère**



# OVERVIEW

## Events



## Social action



Ti Colibri

## Multi-sports Clubs



## Supports for sports programmes



## High-level sports performance



# TeamLagardère

By bringing together trainers and scientific and medical experts in the same location, TeamLagardère has created a model for modern, innovative coaching designed to meet the complex challenges posed by high-level sports performance

## OPTIMIZING ATHLETIC PERFORMANCE

TeamLagardère combines a training centre with a centre for sports-related scientific expertise

TeamLagardère takes a methodical approach to fitness training based on the analyses performed by its Centre for Sports-related Scientific Expertise, with a priority placed on athletics and tennis. Its technical platform provides assessments of muscular, energetic, and technical capabilities on a training ground fully equipped for the analysis of athletic performance. A medical department combining traditional medical monitoring and complete laboratory work-ups facilitates the regulation of training loads. These facilities make it possible to establish precise reference points concerning the physical and technical capabilities of players, which facilitate the identification of potential for progress and the optimization of fitness training for the team's athletes.

The goal of the scientific platform is to conduct research and development programmes, while the activities of the technical platform are supported by a training platform offering coaches and athletes the means to improve both

their athletic skills and their performance skills in general. Moreover, in cooperation with the Jean-Luc Lagardère Foundation, an academic training programme, specifically designed by the Paris Political Studies Institute (Sciences Po) is also available to the athletes of TeamLagardère and its partners. TeamLagardère also offers a wide range of services for athletes, clubs and federations, including the assessment of physical and technical capabilities, assistance with the design of coaching programmes, continuing education for coaches, special fitness training courses and/or the supply of training staff, as well as participation in research and development programmes. In addition to its direct involvement in fitness training, the Sports Expertise Centre is also responsible for producing content on the theme of athletic training and performance, with the objective of sharing the experience acquired by TeamLagardère with a wider audience and of participating in the advancement of athletic culture in France.



### Des hommes de sport

TeamLagardère is actively involved in a short television programme on the French TV channel, TF1, called *Des hommes de sport* (People of sport). The concept of the broadcast is to give the general public an insider's view of the daily lives and demands on the people surrounding champions, such as coaches, dietitians, physiotherapists, psychologists, fitness trainers and so on. A number of technicians and scientists from TeamLagardère participated in the programme, including Christian Miller, Patrice Hagelauer and Xavier Moreau. Also featured were champions from a variety of disciplines, such as Richard Gasquet, Tony Estanguet and Amélie Mauresmo. The broadcast highlights the expertise and various components of the services provided to champions by TeamLagardère.



## THE PARTNERS CLUB

### Bringing the worlds of sport and business closer together

**T**eamLagardère's Partners Club unites key enterprises around common values and interests: the love of sport, performance and team spirit. Its objective is to establish closer ties between the sporting and business worlds in terms of communication and performance. The club's

#### A unique system

TeamLagardère has a unique system for the analysis of athletic performance. Its training ground is fully equipped with a two-stage movement-analysis device comprising 12 infra-red cameras for three-dimensional computer-aided analysis of athletic action, and seven HD video cameras to instantaneously provide coaches with the information they need to make technical corrections. This training ground was designed to meet the needs of both technicians and scientific experts, and can be used for a wide range of sports.



members currently include such partners as Le Coq Sportif, Sony, Subaru and Babolat, which are making major efforts towards the development of TeamLagardère through their contributions of technological, material and human resources.

#### Sophia Antipolis, where future champions are born

The Sophia Antipolis facility, located on the French Riviera, is dedicated to the training of the young men and women comprising the Espoir (or hopefuls) tennis team. The coaching staff works in close cooperation with the entire team located at Jean-Bouin stadium.

The facility's proximity to the Sophia Antipolis technology park and the Valbonne university centre makes it the perfect place to combine sports and academic studies.



Richard Gasquet /// Team Elite

#### Team Elite and Team Espoir

The technical training platform, which draws on the expertise of both coaches and scientific experts, serves first and foremost for the development of the two sports supported by TeamLagardère: tennis and athletics.

The Team Elite is composed of some of France's most accomplished tennis players, such as Richard Gasquet, Paul-Henri Mathieu and Julien Benneteau, and includes seven players in all, who benefit from all of TeamLagardère's services in the areas of fitness training and support for more general educational and academic objectives. These services are also made available to the next generation of French tennis players, the Team Espoir, based in Sophia Antipolis, where seven promising young hopefuls train.

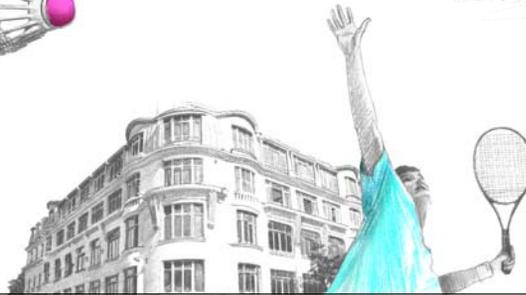
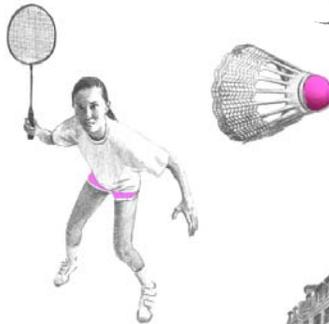
TeamLagardère's services have also been recently opened up to athletics with the objective of enriching the development perspectives of its scientific centre. The Team Athlé is made up of a group of seven young sprinters who train under the supervision of Guy Ontanon.



Cindy Chala /// Team Espoir

# Lagardère Paris Racing

Developing all facets of sporting practice



## A stadium in the heart of the 7<sup>th</sup> arrondissement

Located in the heart of the French capital, the Sports Centre on the rue Eblé never fails to surprise and fascinate its visitors. In fact, the elegance of the building's façade offers a striking contrast with its interior layout, equipped with an impressive range of athletic facilities covering over 6,000 sq.m, including two 25-metre swimming pools, a 300-sq.m dojo (reserved for the practice of martial arts), a shooting range with 18 lanes, three multi-sport areas (for basketball, volleyball, modern pentathlon, badminton and tennis), a sauna and weights room. A bar, a restaurant and several relaxation areas complete the areas open to members, while a variety of offices and meeting rooms are reserved for the employees and volunteers who work for the club. Used daily by hundreds of members and by students from several nearby schools, the facility is scheduled for restoration work to bring it up to standard and give it a new modern look, with the objective of making it a standard-setting facility in the world of the sports.

The rue Eblé Sports Centre //////////////

## AN AMBITIOUS PROJECT FOR SPORTS IN PARIS

### Fourteen athletic programmes in two exceptional facilities

The Lagardère Paris Racing club has two main Paris sites: the la Croix-Catelan Sports Centre in the Bois de Boulogne Park and the Sports Centre located on rue Eblé in Paris' 7<sup>th</sup> arrondissement. The club has over 17,000 members and includes fourteen athletic divisions, including athletics, volleyball, fencing, judo and swimming among others (see inset opposite). Its mission is to develop all aspects of the practice of sports (as entertainment, for health purposes, "handisports" for the handicapped, and amateur competitions) in the French capital. Its ultimate objective is to create a new model for the practice of sports in France, focussed around an enhanced athletic club concept, including the establishment of private partnerships and the deployment of a technical research platform to develop championship athletes. With this objec-

tive in mind, renovation work meeting all environmental standards will soon begin at the Croix-Catelan facility. Remodelling of the swimming pools is scheduled for completion in 2010, including the installation of a retractable roof on the large pool. The tennis courts will be partially renovated and some of them will be topped with a bubble for the winter season. A new clubhouse and various landscaping improvements are also in store. At the Eblé Centre, several projects are under study and a master plan will soon be put forward.

These two "structures" are rooted in two legal entities: first, a non-profit organization registered under the French law of 1901, named "Lagardère Paris Racing", and secondly, a SASP (professional sports public limited company) currently called "Nouvel Élan Croix Catelan".

## A lush green setting

Located in the heart of Paris' Bois de Boulogne Park, la Croix-Catelan is one of the French capital's largest and most beautiful sports complexes. The public property concession was attributed by the Paris City Hall to the

Lagardère group on 1 September 2006, for a period of twenty years, during which time the facility will be managed by Lagardère. The activities are mainly focused on two disciplines: swimming and ten-

nis. The Sports Centre has a 50-metre pool open from May to October and a 33-metre heated pool open all year round. As for tennis fans, with 19 clay courts and 29 all-weather courts at their disposal, they can indulge their passion to their heart's delight. There are also 1500 sq.m of synthetic turf equipped for collective sports, basketball and volleyball courts, plus weight and exercise rooms, a solarium, three restaurants, a bridge room, several lounges, and changing rooms with thousands of lockers for the facility's 12,000 members, who also have several relaxation areas at their disposal.

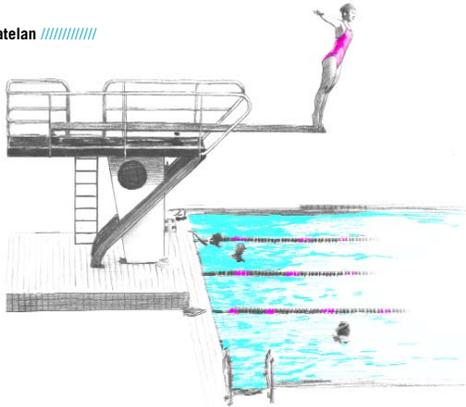


**Nathalie Tauziat** // Captain of the Lagardère Paris Racing women's tennis team

## Ladies-in-waiting

The women's tennis team of the Lagardère Paris Racing club won the first-division French championship title on 19 November 2006. Camille Pin and her partners put in a faultless performance during the event, winning their four tournament encounters, before easily dominating the Denain club in the finals by 4 wins to 1 on the covered courts of the Saussure Centre in Paris' 17<sup>th</sup> arrondissement. Under the direction of captain Nathalie Tauziat and her assistant Gail Lovera, the Lagardère Paris Racing team won four out of five singles matches. Young hopefuls Alizé Cornet and Youlia Fedossova put in an enthusiastic performance alongside more experienced players such as Selima Sfar and Stephanie Cohen-Aloro, while everyone demonstrated a remarkable degree of team spirit that promises a bright future for the club's entire tennis division.

La Croix-Catelan //



## THE CLUB OF FOURTEEN

### The athletic divisions of Lagardère Paris Racing

Lagardère Paris Racing currently includes fourteen athletic divisions. In addition to tennis and modern decathlon, taken over from the la Croix-Catelan Sports Centre on 1st September 2006, twelve other divisions have been added since 1 March 2007 with the acquisition of the rue Eblé Sports Centre: athletics, badminton, women's basketball, men's basketball, fencing, judo, swimming, modern pentathlon, skiing, marksmanship, triathlon and volleyball. Each of these divisions is directed by a division president assisted by a commission. A fifteenth division devoted to bridge is in the process of being created. In all, over 10,000 members use the facilities to practice their favourite sports each week.

Each division of Lagardère Paris

Racing has a threefold mission: entertainment, training and high-level competition. Among the best known athletes who train under the club's sky-blue and white banner are: Loïc Attely and the Jeannet brothers in fencing, Alain Schmitt in judo, Gilles Simon and Tatiana Golovin in tennis, Delphine Racinet in marksmanship, Amy Mbacke Thiam in athletics, Salim Iles and Elena Bogomazova in swimming, and Brad Kahlefeldt in triathlon.

The club has an illustrious past during which the fifteen divisions won a total of 87 Olympic medals and 65 world titles. This total could quickly expand in view of the projects currently under consideration by Lagardère Paris Racing aimed at restoring the athletic divisions to a privileged position on the French sports scene.



Jean Bouin //

## Paris Jean-Bouin

The Paris Jean-Bouin multi-sports club, comprising six sports divisions, offers its 3,000 members nearly six hectares of sporting facilities and greenery

### AN EXCLUSIVE PARTNERSHIP

The Lagardère group has been an exclusive partner of the Paris Jean-Bouin club since 20 January 2004 (following the renewal of the concession by the City of Paris). The financial aid provided by Lagardère to the club enables it to renew its athletic infrastructures and set up teaching teams to offer young athletes top-notch training. At the end of 2005, TeamLagardère installed its

Centre for Sports-related Scientific Expertise at the Paris Jean-Bouin facility, thus providing a tremendous boost for the development of all the club's divisions. The top-level coaching staff and facilities enable the club to train, attract and build the loyalty of top-ranking athletes under the Paris Jean-Bouin banner, while offering the same benefits to the club's amateur athletes.

### History of Paris Jean-Bouin

The club was founded on 1 November 1903, under the name CASG (Club athlétique de la Société générale). The name was changed to Paris Jean-Bouin in 2003. From the very beginning, the club affirmed its mission as an all-purpose sporting facility. It has been located on the Avenue du Général-Sarrail since 1925. Paris Jean-Bouin has also had a concession in the Bois de Boulogne since 1969, known as the Petit Jean-Bouin, which has four tennis courts and a clubhouse.

### The sports divisions of Paris Jean-Bouin

#### // Tennis

1,800 members, playing on 21 tennis courts, including 14 heated and covered courts for winter use.

#### // Athletics

250 members, training in one of the two Paris stadiums approved for international competitions. Paris Jean-Bouin also organizes five inter-regional athletics meetings each year (i.e. Les soirées du Paris Jean-Bouin).

#### // Basketball

260 members, divided among 13 men's and women's teams, including a junior boys team competing at the national level.

#### // Field hockey

Nearly 300 members, including two men's and women's pennant teams competing in the French Elite championship circuit.

#### // Bridge

340 members, chalking up over 26,000 games each year.

#### // Rugby

Nearly 40 rugby players (Les Académiciens), playing "touch" rugby in their free time.



Jacques Lelièvre //  
President of the Paris Jean-Bouin

### Three-time winner of the French men's team tennis championship

On 17 December 2006, for the third consecutive time Paris Jean-Bouin won the men's team tennis French Championship against the club AS Patton 35. Under team captain Rémi Barbarin, the team includes the best French tennis players of the last three years (Richard Gasquet, Gaël Monfils, Paul-Henri Mathieu, Julien Benneteau, Nicolas Mahut, Nicolas Devilder and Edouard Roger-Vasselin), with the addition, this year, of Mickaël Llodra, Thierry Ascione and Jonathan Eysseric. The club's vitality is unmatched at the national level: Paris Jean-Bouin includes in its ranks all the best French players of the moment, including the number 1 ranked player, Richard Gasquet.



The Paris Jean-Bouin men's tennis team in 2005 //

## Lagardère Athlé Tour

The Lagardère group is a founder partner of the French National Athletics League

### A CIRCUIT OF ATHLETES

#### Creation of the French National Athletics League



**A** partner of the French national athletics team since the 2006 European Championships in Gothenburg, the Lagardère group made the decision to support the French Athletics Federation in its drive to structure and establish the professional status of its elite athletes. The Lagardère group was a founder partner and serves as sponsor of the new National Athletics League (LNA), set up in January 2007 and headed by Stéphane Diagana (world 400 metre hurdles champion in 1995) in conjunction with Bruno Marie-Rose (former 4 x 100 metre relay record holder).

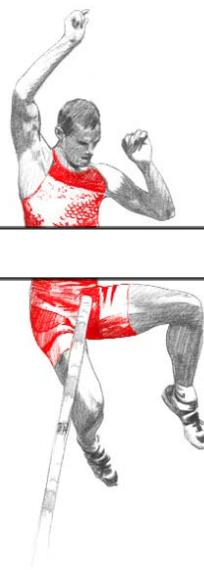
This professional league (the first of its kind in France in an individual Olympic sport and in the world of athletics) – the basic model for which is provided by existing leagues in team sports (football, rugby, basketball, etc.) – is principally designed to increase the level of professionalism in French high-level sport, by giving genuine status to the best national representatives in their discipline and by putting in place a system that will guarantee new resources on a regular basis to these athletes, enabling them to become officially professional. From this year, 22

male and female athletes, including Christine Arron, Muriel Hurtis, Marc Raquil, Mehdi Bahla and Ladjji Doucouré, will become employees of the “LNA Lagardère” and benefit from the same rights enjoyed by all employees (social security cover, pension contributions, etc.). Eventually, the idea is to develop this programme of support for sportsmen and women by working on aspects of training and help in adapting to life once their professional career is over.

The LNA will also help in establishing and organizing events in France, enabling all those involved in the discipline (clubs, organizers, sponsors, the media) to work better together.

The showcase for this National Athletics League will be provided by a circuit of summer meetings (a winter programme is also under consideration): the Lagardère Athlé Tour. This circuit, organized outside the international calendar, will bring together the best elements of the LNA and star athletes from abroad. Canal+ will serve as its partner TV channel, offering live transmission of this first edition – made up of five stages. Indeed, the response from the media has been highly positive: in addition to Canal+ and its Sport+ subsidiary, the daily sports newspaper, *L'Équipe*, and Lagardère group radio stations (Europe 1 and RFM) will also be associating themselves with the event.

Innovative and progressive, the Lagardère Athlé Tour marks an important stage in the much-needed rebuild-



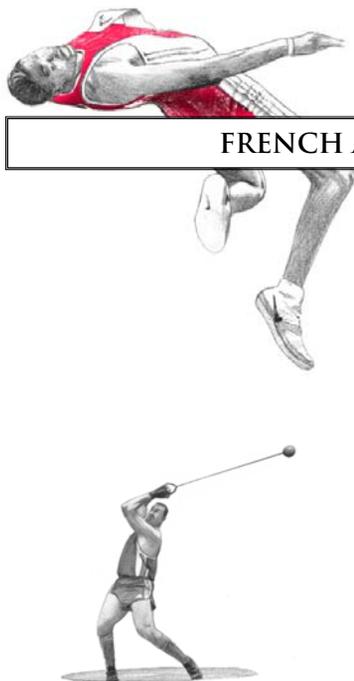
**Stéphane Diagana** ///  
President of the French National Athletics League (LNA)

ing of the French sporting model. It is this that encouraged the Lagardère group to become involved, given that the initiative is driven by the same spirit that led, among other things, to the setting up of TeamLagardère.



## Partnerships

Sharing know-how and skills



### FRENCH ATHLETICS FEDERATION

Following the signing of a partnership agreement with the French Athletics Federation (FFA), the Lagardère group is committed to supporting the development of French athletics, particularly during the major upcoming Continental competitions and in preparation for the 2008 Olympic Games in Beijing. The agreement, which was signed on 23 March 2006 between Arnaud Lagardère and FFA President Bernard Amsalem, has two main components:

//// The Lagardère group became an official partner of the French team for the years 2006, 2007 and 2008. As a result, French athletes displayed the Lagardère

**Bernard Amsalem** ////  
President of the  
French Athletics  
Federation (FFA)



colours on their gear during the European Cup and European Championships in Gothenburg.

//// The athletes on the French team, their training personnel and national coaches will benefit from the advice and support of TeamLagardère's Sports Expertise Centre through a programme of testing, applied research and training.

### FRENCH TABLE TENNIS FEDERATION

The purpose of the three-year partnership agreement signed by TeamLagardère and the French Table Tennis Federation (FFTT) on 16 March 2006 is to increase French athletes' chances of winning medals during upcoming European and world championship events. This agreement is structured around two main themes:

//// The France Promotion group (comprising four young French hopefuls who are preparing for the Beijing 2008 Olympic Games) will receive advice and support from, and benefit from the expertise of, TeamLagardère's scientific platform. The collaborative effort will involve an assessment and analysis of the physical and muscular capabilities of the group's athletes and will include training pro-

**Gérard Velten** ////  
President of the French Table  
Tennis Federation (FFTT)



grammes designed to optimize their performance.

//// TeamLagardère became an official partner of the French Table Tennis Federation and as such is entitled to use the collective image rights of the men's France Promotion group. The TeamLagardère logo will also be displayed on the sports gear of the group's athletes.



**Nick Bollettieri** ////

#### Nick Bollettieri Tennis Academy

TeamLagardère has become a partner of the Nick Bollettieri Academy through an agreement concerning options for the exchange of facilities between TeamLagardère athletes and the American academy based in Bradenton, Florida. The agreement also concerns the pooling of the two entities' technical training staff.

## OFFICIAL PARTNER OF ROLAND-GARROS

**A**rnaud Lagardère and Christian Bîmes, president of the French Tennis Federation (FFT), signed a five-year partnership agreement in april 2005. The contract covers the



French Open tournaments of 2005, 2006, 2007, 2008 and 2009.

Lagardère will be present throughout the tournament, particularly on the tennis courts. The radio station belonging to the group, Europe 1, will be right in the middle of the action at the Roland-Garros Stadium during the two weeks of the French Open.

This agreement is a logical result of the French Tennis Federation's partnership strategy, which has been in place since 2001.



Thierry Rey //

### Paris Judo

In order to ensure the long-term viability of a major judo club in Paris, a partnership agreement was signed between the Lagardère group and Paris Judo (founded in 1992 at the initiative of Thierry Rey) on 6 June 2006. Its objective is to foster the emergence of Olympic and world championship hopefuls. As an official partner of the Paris Judo club, Lagardère is entitled to use the collective image rights of the club's teams. The agreement also calls for Lagardère's logo to be displayed on the judokas's sports gear. In addition, Paris Judo will benefit from the advice, support and expertise of TeamLagardère's scientific platform. The collaborative effort will involve an assessment and analysis of the physical and muscular capabilities of the club's athletes and will include the planning of training programmes designed to optimize their performance.



## FRENCH RUGBY FEDERATION



Bernard Lapasset // President of the French Rugby Federation (FFR)

**T**o ensure the best possible preparation of the French Rugby Team (XV de France) for the 2007 World Cup, to be held primarily in France from 7 September to 20 October, the French Rugby Federation (FFR) and TeamLagardère signed a technical services agreement on 2 October 2006. These services concern an assessment of the players' physical muscular capabilities via a study (conducted in cooperation with the FFR's coaches) on supports.

# Jean-Luc Lagardère Foundation

The Jean-Luc Lagardère Foundation supports talented young individuals and non-profit organizations working for greater social solidarity in the fields of Culture, Sport and Research



Yannick Noah //////////////

## Racing through New York

The Jean-Luc Lagardère Foundation is lending its support to a group of vocational school students from the town of Cagnes-sur-mer who have a dream: to participate in the New York marathon in November 2007. Christophe Vatinel, a former triathlete (ranked among the discipline's 10 best in France) is helping the students prepare for the race, while Armand Tomaszewski, a TeamLagardère physician and former marathon runner, is advising them on nutrition. The students are also creating a web site on New York, featuring contributions from artists inspired by the "Big Apple". If you're wondering what's motivating them to run 42 kilometres on the streets of New York, the reward is a Broadway musical and a party at New York's Alliance Française.

## LAGARDERE AND FETE LE MUR

The Jean-Luc Lagardère Foundation actively supports the non-profit organization "Fête le Mur" founded by tennis great Yannick Noah, which offers over 2,000 young people from disadvantaged neighbourhoods in France the chance to develop their tennis skills. As a part of a ten-year partnership agreement with the Foundation finalized in 2006, a "Jean-Luc Lagardère graduating class" has now been created, includ-

ing thirty of the organization's best players, in the hope of identifying a future champion.

Children are also being offered an introduction to culture at summer workshops in Sophia Antipolis organized with the support of TeamLagardère. The workshops are being led by prizewinners of the Jean-Luc Lagardère Foundation grants. During the first session held in April 2006, Ahmed Mazouz from the rap group "La Caution" led a rap-writing workshop that included a final concert given by the children.

## Socially responsible athletes

Ted Fortsmann, the CEO of an American investment company, has been working for disadvantaged and seriously ill children for over 20 years. In order to raise funds, he founded a pro-am tennis tournament in New York, which the Jean-Luc Lagardère Foundation has decided to support. This financial aid will enable children with cancer to enjoy a fun and relaxing stay at the Benedict Fortsmann Silver Lining Ranch in Colorado or at Boggy Creek Gang Camp in Florida.

## Vivre le Sport

The Jean-Luc Lagardère Foundation has offered nine of its grant winners the chance to produce a large-format illustrated book on sports. Featuring one hundred photos, *Vivre le Sport* (published by Editions du Chêne) illustrates the invaluable social ties fostered by the practice of sports. For each book sold, €2 are contributed to the "Foot Citoyen" non-profit organization. For its part, the Jean-Luc Lagardère Foundation has widely distributed the book to secondary schools and public-sector organizations.





Jean-Philippe Gatién //////////////

## JEAN-PHILIPPE GATIEN'S PING ATTITUDE

Even though Jean-Philippe Gatién has withdrawn from Table Tennis competition, he has not put away his bat (paddle) for good. The table tennis champion has turned his efforts to the social arena. Convinced that his entertaining and easily learned sport can foster the values of education, solidarity and of social interaction, the world champion founded a non-profit organization

known as Ping Attitude. The Jean-Luc Lagardère Foundation, along with the French Table Tennis Federation, is the organization's strongest supporter. Ping Attitude's objective is to improve troubled teenagers' sense of wellbeing through participation in table tennis, with the objective of promoting social solidarity and trust in disadvantaged neighbourhoods. Gatién explains: "I am convinced that former competitive ath-

letes can contribute a great deal to inspire hope in those who have given up on life." Thanks to this new organization, "Philou", as he known by the kids, holds a weekly Ping Pong workshop for teenagers referred by physicians, at the Maison de Solenn centre for adolescents in Paris.



## "ON GUARD" WITH TI COLIBRI



Laura Flessel //////////////

The Jean-Luc Lagardère Foundation is supporting the initiatives sponsored by fencing champion Laura Flessel in disadvantaged neighbourhoods and housing estates through her non-profit organization Ti Colibri. Each month, Laura Flessel's organization supplies fencing equipment "to small clubs with limited financial resources catering to disadvantaged children who want to learn fencing". In 2007, the Jean-Luc Lagardère Foundation decided to increase its aid to the fencing champion by supporting her new project. The champion's new project, dubbed "Envole-toi" ("Spread your wings"), will

enable four young female fencing champions from modest backgrounds to train for the 2012 Olympic Games, while receiving appropriate educational support. Several courses, including one abroad, will be organized each year. The courses will include fencing, coaching, media training, and last but not least – thanks to TeamLagardère's expertise – fitness training.

# Jean-Luc Lagardère Foundation

The Jean-Luc Lagardère Foundation supports talented young individuals and non-profit organizations working for greater social solidarity in the fields of Culture, Sport and Research

## Shared values

TeamLagardère's champions and managerial staff actively participate in the social and educational projects conducted by the Jean-Luc Lagardère Foundation in the realm of sports, via programmes in secondary schools, internship possibilities, technical support and assistance, coaching and so on. These programmes, which are new to France, offer Team Elite tennis players the opportunity to give back some of their gains to the Foundation.



## Ten talent grants for young creators

Support for talented young people lies at the heart of the Jean-Luc Lagardère Foundation's mission. Each year it awards a series of grants to emerging young creators in the realms of culture and the media. Annual grants are awarded to a writer, a musician, a TV scriptwriter, a film producer, a print journalist, a bookseller, a photographer and a digital artist. In 2007, the Foundation created two new talent grants – for the Animated Filmmaker Grant and the Documentary Writer Grant – thus expanding its scope to the full range of audiovisual activities. With €255,000 in grants, the Jean-Luc Lagardère Foundation is the leading patron of young French creators.

## SPIRALLING SUCCESS IN SEINE-SAINT-DENIS

The Jean-Luc Lagardère Foundation is a partner in the experimental education programme set up at the start of the 2006-07 school year by the Paris Political Studies Institute (Sciences Po) in four secondary schools in the Seine-Saint-Denis district. Seventeen fifth form (tenth grade) classes are participating in a far-reaching experimental project, aimed at giving disadvantaged students a better chance to succeed by putting greater emphasis on culture and sports.

In conjunction with this experimental programme, the Foundation has set up

several workshops in the fields of theatre, digital media, music and sports.

Table Tennis world champion Jean-Philippe Gatien is facilitating the sports programme with his ping pong sessions, as well as offering his personal perspectives on the world of sport, including its history, geography and challenges for society.

The Foundation is also providing support for the sports option of the Feyder secondary school in the town of Epinay-sur-Seine by providing educational content on the economy of sport and sports-related professions. Finally, Patrice Hagelauer, a TeamLagardère executive and coach of France's Davis Cup team, is coaching the school's tennis team.



## New talent in comedy

The first edition of a festival dedicated to humour and comedy – "Paris fait sa Comédie" (Paris makes a scene) – was held in March 2007. In partnership with the Jean-Luc Lagardère Foundation, the festival organized castings for the public during its tour throughout France. The regional education authorities assisted with the distribution of information to students in disadvantaged neighbourhoods and isolated rural areas. Three young talents, Charlotte Gabris, Julien de Ruyck, and Stephane Bourin, have already received awards from the Foundation.

## COMPETITIVE ATHLETES PURSUE EXCELLENCE ON TWO FRONTS

The Paris Political Studies Institute (Sciences Po) and the Jean-Luc Lagardère Foundation have set out to offer top-ranking athletes an ambitious intellectual training programme designed to span their careers. This new scheme, available for the first time in France, offers sports champions a tailor-made educational programme coordinated by a “coach” from the Sciences Po team. At the start of their careers, the champions will enrol in the “premium” programme, which is focused on general culture and advanced training in languages. As

their sports careers draw to a close, they will specialize in one of four “majors”; communications and the media, business administration, international relations, or social action and the non-profit sector. Upon completion of this training programme, a certificate will be awarded jointly by Sciences Po and Lagardère. In keeping with the wishes of Arnaud Lagardère, the programme has a dual objective: the pursuit of athletic and academic excellence.



### Bringing the blues to life...

After the disaster of hurricane Katrina, the Jean-Luc Lagardère Foundation decided to contribute to the reconstruction effort in New Orleans, the capital of jazz. The aid was used to revive the New Orleans Center for Creative Arts, a public educational facility with the mission of teaching dance, music, the visual arts, theatre and writing to students from disadvantaged neighbourhoods. The foundation is currently participating in the renovation of an auditorium that will give musicians a much needed venue in which to perform.

## THE JEAN-LUC LAGARDÈRE FOUNDATION IN THE DIGITAL ERA

Convinced that digital technology will profoundly modify tomorrow's cultural content, the Jean-Luc Lagardère Foundation actively supports creativity and research in this rapidly developing field.

For example, it is supporting the E-magicians festival in Valenciennes, an

indispensable showcase for emerging digital design in Europe, organized by Supinfocom and Les Gobelins School of visual communication.

Each year it also awards a “Jean-Luc Lagardère Research Grant” to a young Supélec postgrad student.

It is also a partner of the “Digital Pathway Program”, a training and job access programme in the digital realm, intended for financially disadvantaged young Parisians. This social action programme initiated in San Francisco was set up by the Paris City Hall in cooperation with the Network 2000 organization and Les Gobelins School.

The very first production of the 2007 graduating class is a video clip of the singer Sinclair, for distribution on mobile phones, and presented during the San Francisco International Film Festival on 5 May 2007.



# The Trophée Jean-Luc Lagardère and the Mondial Paris Cadets

Tournaments for legendary players and juniors



## TENNIS GREATS RETURN TO THE COURTS

### The Trophée Jean-Luc Lagardère: a leg of the ATP Senior Tour



**Guy Forget** // Captain of the Davis Cup team and director of the Trophée Jean-Luc Lagardère

The Trophée Jean-Luc Lagardère, which was created in 2004 at the initiative of Arnaud Lagardère, Régis Brunet (CEO of IMG France), Guy Forget (tournament director), and John McEnroe is a leg of the ATP Senior Tour of Champions, an international tour featuring former world greats from recent ATP tours. This tournament, which is held annually in September, offers eight leg-

endary figures of men's tennis the opportunity to fight it out on the clay in a *round robin* format. After the victories of Sergi Bruguera and Jim Courier (in the first and second tours respectively), Marcelo Rios defeated Goran Ivanisevic in 2006 to win the third annual tour. For the first three years, the event was held on the courts of the Paris Jean-Bouin stadium, but it is the Croix-Catelan sports complex in Paris' Bois de Boulogne park that will host this major tennis "festival" in 2007, at the end of September.



## BUDDING STARS

### The Mondial Paris Cadets

Organized by the Paris Tennis League in partnership with the Lagardère group, the 10<sup>th</sup> annual Mondial Paris Cadets (Paris Juniors World Cup) will be held from 29 June to 8 July 2007 on la Croix-Catelan's clay courts. In this prestigious setting, the best 15-16 year-old players will try their hand at succeeding French player Charlotte Rodier and the Argentine Guido Pella who dominated the event last year on the courts of Roland Garros. This major worldwide

tournament for young players is being organized as a truly international event. In fact, a single country cannot enter more than two boys and two girls in singles draws, and 40 or so different nations from every continent will travel to Paris for the tournament. A village for the young players and the public will be set up for the occasion. Some of today's great champions, such as Richard Gasquet, José Acasuso, Shuai Peng and Gaël Monfils, began their careers with this tournament. Once



again this year, it is not at all unlikely that several budding stars will be discovered.

STRUCTURE AND CONTACTS



Lagardère's commitment to sports is indicative of a profound evolution desired by Arnaud Lagardère, and the result of a dynamic that he set in motion some seven years ago. Our approach was aimed at creating an original model, totally new to France, by freely drawing on the rigour, strength and capacity for innovation of a large private enterprise.

It was in keeping with this spirit of professionalism that we developed these projects, taking care, with each project, to establish content-specific partnerships with major sports figures and develop our initiatives at the most prestigious sports facilities. We were also careful to establish partnerships with major sports figures and with well-known federations and businesses. As convincing as this approach may be, we must not be misled by its originality as regards the foundations on which

it is based. It is, in fact, based on the concept of patronage, with the overall priority of promoting sports and those who practice them.

The initiatives presented in this brochure are numerous and varied. In the future, they will all be brought together within the Jean-Luc Lagardère Foundation, which will thus become a coherent instrument dedicated to the expression of a unique ambition: the enhancement and development of potential, in all of its manifestations. Our goal is to give all those that express a desire for self-fulfilment – ranging from the least favoured of our fellow citizens to top-ranking professional athletes – the means to achieve their own level of excellence, in France and internationally.

**Arnaud Molinié**

General Partner of TeamLagardère



**Xavier Moreau**  
///// General Manager of TeamLagardère



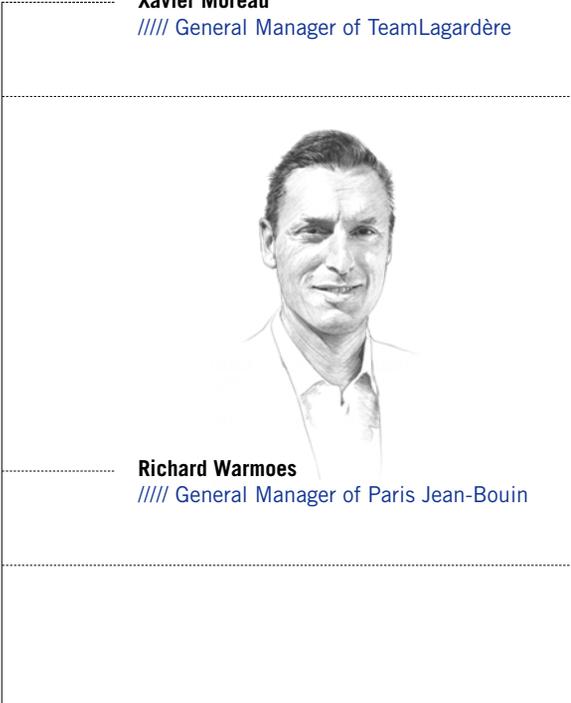
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