

FNAC DARTY

PRESS RELEASE
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Fnac Darty – Official Supporter of the Paris 2024 Olympic and Paralympic Games for the distribution of appliances, and entertainment and electronic products

Fnac Darty announces that it has signed a partnership agreement with the Paris 2024 Organizing Committee for the Olympic and Paralympic Games to be an Official Supporter of the Games. A major European retailer of entertainment and leisure products, consumer electronics and domestic appliances, the Group has 18,000 employees and a network of over 750 stores across France.

Ahead of the Paris 2024 Olympic and Paralympic Games, Fnac Darty wants to develop initiatives for the Cultural Olympiad. Through this program, Paris 2024 officially recognizes cultural and artistic projects that explore the link between art and sports. From now until the Games, Paris 2024 is encouraging artists, companies, non-profit organizations, local authorities and sports governing bodies to play an active role in the Games' Cultural Olympiad throughout France.

For the duration of the Paris 2024 Olympic and Paralympic Games, the Group also undertakes to contribute to the athlete experience by offering services inside the Athletes' Village. Just as they do for French people every day, Fnac Darty's teams intend to supply the Village with small and large appliances, including some products from IOC TOP Partners, so that the athletes and their delegations can enjoy the best possible stay. True to its commitment to informed and sustainable consumption, Fnac Darty will also be on hand to provide after-sales service for the Village.

Enrique Martinez, Chief Executive Officer of Fnac Darty, said: *"The Paris 2024 Olympic and Paralympic Games are a unique opportunity for Fnac Darty to showcase its expertise. We are honored and proud to have been chosen by Paris 2024 to promote these Games by way of cultural events beforehand and services offered throughout the competition. This partnership recognizes how the Group uses its expertise to support French people on a daily basis. Moreover, our 18,000 employees will be fully committed to making the largest sporting event in the world a roaring success and a cultural showcase for France."*

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Tony Estanguet, President of Paris 2024: *“We are delighted to welcome Fnac Darty as an Official Supporter of the Paris 2024 Olympic and Paralympic Games. We share an ambition to bring the worlds of sports and culture closer together. The Paris 2024 Games are a superb opportunity to do this, particularly through the Cultural Olympiad, which will support and promote accessible initiatives combining art and sports. Fnac and Darty’s nationwide network of stores and the Group’s strong reputation will be crucial in helping to ensure that the Games are successful.”*

About Paris 2024:

The Paris 2024 Organizing Committee for the Olympic and Paralympic Games is responsible for planning, organizing, financing and delivering the Olympic and Paralympic Games in Paris in 2024, in accordance with the Host City Contract signed by the IOC (International Olympic Committee), CNOSF (French National Olympic and Sports Committee) and Paris City Council.

The Olympic and Paralympic Games are the biggest sporting event in the world with a media impact like no other. They bring together 10,500 Olympic athletes from 206 delegations and 4,350 Paralympic athletes from 182 delegations, coming from all the continents. More than 13 million people will attend the Games and billions more will watch around the globe. There is no other global event, be it sporting, economic or cultural, with the power to impact like the Games. Paris 2024 was established in January 2018 and is chaired by Tony Estanguet (three-time Olympic champion and IOC member). It is run by an Executive Board, which brings together all the project’s founding members, namely the CNOSF, Paris City Council, the French State, the Ile-de-France region, CPSF (French Paralympic and Sports Committee), Métropole du Grand Paris, Seine Saint Denis departmental council and representatives from the towns and cities involved in the Games, civil society and partner companies.

About Fnac Darty:

Operating in 12 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and domestic appliances. The Group, which has more than 25,000 employees, had a multi-format network of 971 stores at the end of September 2022, and is ranked as a major e-commerce player in France (close to 27 million unique visitors per month on average) with its three merchant sites, fnac.com, darty.com and natureetdecouvertes.com. A leading omnichannel player, Fnac Darty’s revenue was more than €8 billion in 2021, 26% of which was realized online. For more information: www.fnacdarty.com

Press Contacts:

Audrey Bouchard – audrey.bouchard@fnacdarty.com – +33 (0)6 17 25 03 77

Benoit David – benoit.david@fnacdarty.com – +33 (0)6 59 68 98 76