



## **Danone announces official partnership with Olympic and Paralympic Games Paris 2024**

Paris, Monday, November 7, 2022

**Danone Chief Executive Officer Antoine de Saint-Affrique and Tony Estanguet, Chairman of Paris 2024, today announced an official partnership between Danone and the Olympic and Paralympic Games Paris 2024. As a French leader in dairy and plant-based products, Danone is proud to provide participants with the very best food by delivering balanced, sustainable, locally-produced dairy and plant-based products to official venues and events.**

Under this partnership with the Olympic and Paralympic Games Paris 2024, Danone will share its expertise in balanced, healthy eating at every age. A wide selection of its fresh dairy and plant-based brands, including Hipro, Actimel, Activia, Alpro and Danone, will be distributed to the athletes, volunteers, spectators, guests and media at sites hosting Paris 2024 events.

In partnering with Danone, Paris 2024 is choosing sustainable nutrition:

- 100% of Danone brands in France are B Corp certified
- 70% of Danone's dairy and plant-based products have Nutriscore ratings of A or B
- 40% of Danone's dairy and plant-based products have no added sugar
- Danone's ties to communities across France make it a natural choice to deliver healthy, balanced products to all of the events and sites nationwide during the Paris 2024 Games.

The partnership is an ideal fit with Danone's strategy of returning to competitive, sustainable growth by investing in its brands. As the Paris 2024 Games approach, the company is proud to step up and reaffirm its support for healthier, more sustainable lifestyles as a living legacy for generations to come.

Danone is also keenly aware that diet and exercise are essential to better health. The company plans to use its Paris 2024 partnership to encourage people to adopt more responsible eating habits by promoting outreach efforts that focus on exercise, sustainable eating and related issues.



**Antoine de Saint-Affrique, Danone's Chief Executive Officer, said:**

*"Danone and Paris 2024 share the same values and vision. The Olympic and Paralympic Games Paris 2024 will celebrate a changing society—a society that's dedicated to addressing social and environmental issues, that promotes health and well-being, and that draws strength from diversity and inclusion. This partnership speaks to our mission of bringing health through food to as many people as possible. All Danoners are immensely proud to support the world's greatest sporting event as part of that commitment, which shapes our work every day."*

**Tony Estanguet, Chairman of Paris 2024, added:**

*"Danone and Paris 2024 are natural partners in the quest to build a healthier world through a winning combination of exercise and food. Danone's reputation and the key contribution its dairy and plant-based products make to the daily life of people throughout France will help us promote sports and share the energy generated by the Games even more widely. And Danone's broader commitment to more sustainable, local products will help us meet the challenge of delivering 13 million meals during the Olympic and Paralympic Games Paris 2024. We're stronger with Danone—and we can't wait to start working together!"*

**About Danone**

Danone is a leading global food and beverage company operating in three health-focused, fast-growing and on-trend categories, particularly through dairy and plant-based products. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environment impact. Danone has defined its Renew strategy to restore growth, competitiveness, and value creation for the long-term. With 100,000 employees, and products sold in over 120 markets, Danone generated €24.2 billion in sales in 2021. Danone's portfolio includes local and international brands such as Actimel, Danone, Activia, Alpro and Danette. Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Vigeo Eiris and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index. By 2025, Danone aims to become one of the first multinational companies to obtain global B Corp™ certification.

**About Paris 2024**

The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF – French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris in 2024.

The Olympic and Paralympic Games are the greatest sporting event in the world, with unparalleled media impact. They bring together 10,500 Olympic athletes and 4,350 Paralympic athletes, respectively from 206 and 182 delegations, across five continents. They are watched by over 13 million spectators and billions of television viewers across the world. They are without equal in sporting, economic and cultural events throughout the world, and this power helps to further their impact.

Set up in January 2018, Paris 2024 is headed by Tony Estanguet, 3-time Olympic champion and member of the IOC. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners.