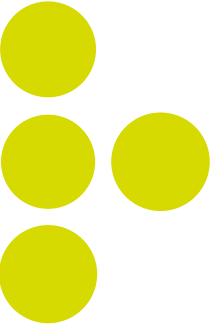




Committed to tomorrow's tennis for over 50 years.



Commitment and creativity



In 1973, FFT President Philippe Chatrier asked BNP Auteuil for a loan to pay for the renovation of the Roland-Garros Central Court and thus take Roland-Garros to a whole new level. BNP Paribas has experienced the best moments of tennis history with passion, care, and engagement, and is proud to contribute to the transformation of the world of tennis. Not only have we contributed to the growth of the international competitions that we all love, but we have also acted for a more united and inclusive tennis, a tennis that has taken on a new form. It is why we want this anniversary, which is unique in the history of sports sponsorship, to be a celebration of the collective dimension of a sport that has often and wrongly been considered individual.

The first pages of our common book have been written, and we cannot wait to read the next part of the story.

Best tennis wishes,

Jean-Laurent Bonnafé
BNP Paribas Chief Executive Officer

BNP Paribas & Tennis celebrate

An iconic tennis sponsor, BNP Paribas has promoted tennis and its talents for 50 years. Our partnership started with the 1973 Roland-Garros and has kept growing since.

1973

FFT President Philippe Chatrier wanted to make the Central Court –which was later named after him– bigger. The BNP Auteuil branch paid for the renovation to promote tennis development.

1978

Roland-Garros was broadcast live on TV for the first time. The BNP brand could be seen from everywhere in the world.

2001

BNP Paribas became Yannick Noah's association *Fête Le Mur* sponsor to promote the education and inclusion of the youngsters through tennis.

2007

After BNP Paribas took over the Italian bank BNL, the Rome Open became the *Internazionali BNL d'Italia*, a tournament played at the wonderful Foro Italico stadium.

2008

BNP Paribas became the Indian Wells' sponsor; the tournament was renamed BNP Paribas Open. It is considered the 5th Grand Slam tournament by tennis fans.

2015

BNP Paribas launched *Les Aces du Cœur*. Since then, BNP Paribas has donated €50 to €100 per ace scored to hospitals and charities that promote education through sports.

2016

The We Are Tennis Cup, which was established a year before, became international in 2016. This BNP Paribas internal tournament features 3,500 employees from 40 different countries every year.

50 years of partnership

1985

BNP and its local branches got involved in federal tennis by giving kits to amateur clubs.

1993

BNP started supporting wheelchair and college tennis.

2000

The new BNP Paribas logo was displayed on Roland-Garros courts for the first time after the two banks merged.

BNP Paribas became the ball boys' and girls' sponsor. This partnership has opened the draft to all young players in France.

2010

A year after BNP Paribas took over Belgian bank Fortis, a new world record for a tennis match attendance was set. On 8 July 2010, 35,681 attended the BNP Paribas Fortis Best of Belgium event in Brussels – an exhibition match in which Kim Clijsters faced Justine Henin.

2011

The We Are Tennis digital platform was created by BNP Paribas. It is now followed by over 2 million fans. Four years later, BNP Paribas launched the We Are Tennis Fan Academy – the biggest tennis supporters' club in the world.

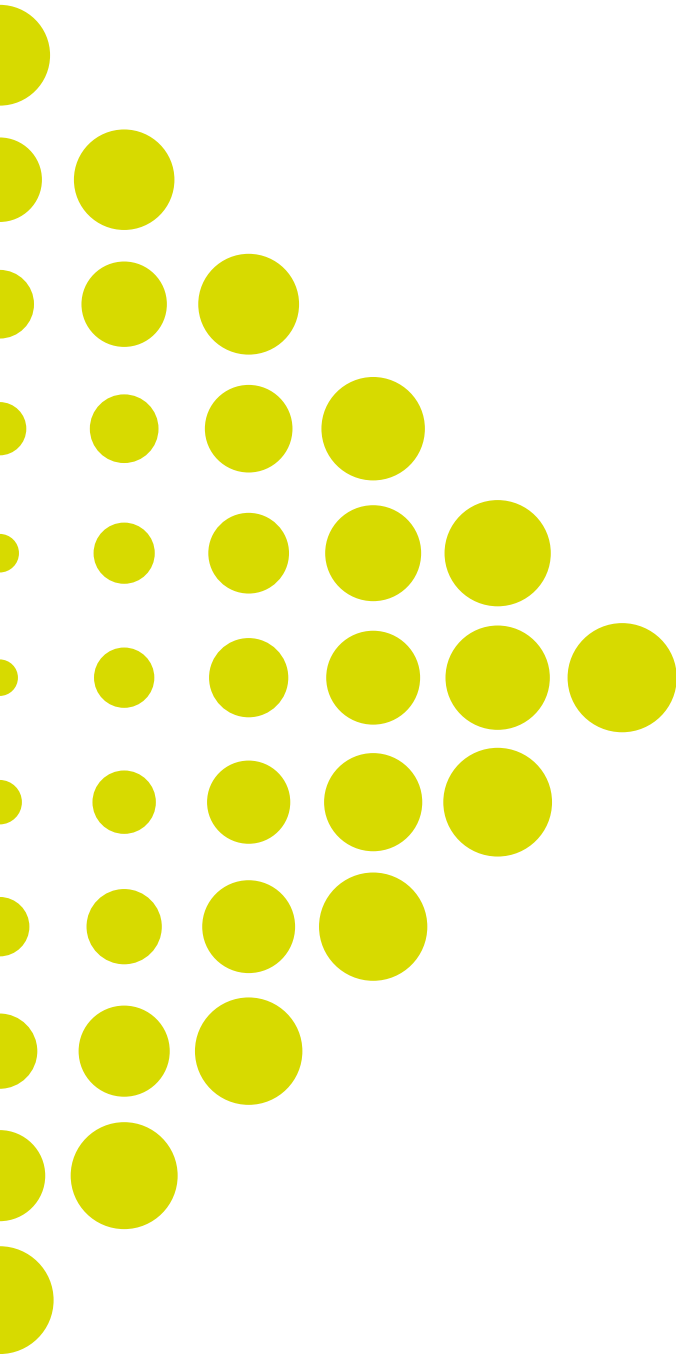
2018

The 'Team BNP Paribas Young Talents' programme was launched. It supports the new generations of high-level tennis players who want to be professional. In 2023, 150 youngsters from 6 different countries were sponsored by BNP Paribas.

2023

BNP Paribas celebrates its 50th anniversary as tennis sponsor. It supports the new generation of tennis players more than ever.

1973 – 2000 : The early years



BNP Paribas has always promoted the values of sportsmanship, commitment and performance conveyed by tennis. This individual sport has become a true team experience throughout the years with help from BNP Paribas, a committed partner that has made tennis more inclusive and accessible. Here is a flashback to 50 years of common experience.

It took a Musketeer to start such a great journey. In 1932, the National Bank for Business and Industry (BNCI, *Banque nationale pour le commerce et l'industrie*), from which BNP (*Banque Nationale de Paris*) was born, was created. Henri Cochet, one of the French tennis Musketeers, won his fourth and final Roland-Garros title that year. Fun fact: he became a tennis instructor for the BNCI employees ten years later. The love story between French tennis and BNP started on the Louveciennes academy courts. A long-standing partnership was –symbolically– born.

In 1971, FFT and BNP got closer. BNP was the only caravan bank where you could withdraw cash in exchange for a check in the stadium. BNP signed its first deal with FFT in 1973; it was a win-win deal back then, as FFT wanted to renovate the stadium. FFT President Philippe Chatrier then naturally asked BNP if they could pay for the stadium renovation. BNP accepted, and its logo appeared on the tarpaulins surrounding the courts; 50 years later, it is still there.

“BNP Paribas and French tennis share more than a partnership. Through my grandfather’s legacy and BNP Paribas’s kind sponsorship, tennis has reached many people.”

Norman Chatrier, honorary President of Fondation Philippe Chatrier



Bjorn Borg celebrates his 1974 Roland-Garros title. He ended up winning the competition 6 times in total.



The BNP caravan/counter inside the Roland-Garros stadium in 1987.

10,000

The number of ball boys and girls who have featured in Roland-Garros for the past 50 years.

50 years of end court banners



“In 2000, we introduced the new BNP Paribas logo for the first time at Roland-Garros. For the occasion, we made Roland-Garros part of our history; it officially sealed the long-standing partnership between BNP Paribas and the tournament.”

Antoine Sire, BNP Paribas Head of Corporate Commitment

31
In minutes, the average visibility time of BNP Paribas over a one-hour TV broadcast on all BNP Paribas-sponsored tournaments

“The expansion of Roland–Garros and tennis in general needed a bank that loved tennis. BNP is not just a friend; it is a member of the tennis family.”

Jean-Pierre Picquot, an ex-FFT member, head of Roland-Garros task commission in the seventies

Yannick Noah’s charisma and performances contributed to the development of tennis in France. There were 170,000 tennis players in 1970; in 1980, there were 800,000 players; and by 1985, the number of players had almost doubled and reached 1.5M. The growing media coverage of the tournament reaffirmed BNP’s support to Roland-Garros. The bond between BNP and the tournament got even stronger in the 1980s.

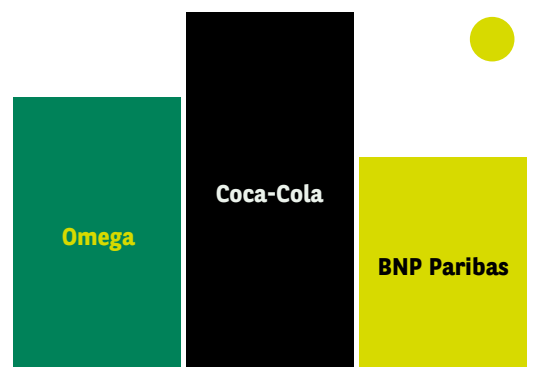
Not only did BNP support Roland-Garros; it also extended its support to tennis in general through various partnerships in France. BNP became the main sponsor of French amateur tennis by supporting many clubs and tournaments. BNP has also supported wheelchair tennis since 1993; it first sponsored the sport on a national scale, and later became the international wheelchair tennis tour sponsor, which gave a global impact to its actions. Roland-Garros sponsor at first, BNP progressively turned into the sponsor of all forms of tennis. The bank has established its faithful and unique sponsoring policy as a mirror of the values of sportsmanship and devotion promoted by tennis.

Humour and wit are also at the heart of this policy. To celebrate its love story with Roland-Garros, BNP launched a funny tennis-oriented advertising campaign through the “BNP moves up to the net” slogan in 1991. It reflected the group’s love for attacking tennis.

“BNP Paribas is THE partner that has helped both the federation and Roland–Garros grow. BNP Paribas and the federation share more than a partnership. It is a true love story.”

Gilles Moretton, FFT President

**BNP Paribas,
one of the most faithful partners
in international sports**



A Sport Market study – does not include kit suppliers

“BNP Paribas has been a great tennis promoter. They truly support women and equality, and I love that.”

Billie Jean King, a three-time Roland-Garros champion

2000–2011: Internationalisation

The new millennium marked a new start. In 2000, BNP and Paribas merged into BNP Paribas. The new logo was revealed during Roland-Garros; it proved how faithful and close to both the tournament and the sport the group has always been. Also, it was the first time the ball boys and girls came from everywhere in France, and it was down to BNP Paribas.

The BNP Paribas tennis partnership became international. In 2001, the group became the Davis Cup sponsor (2001-2019). France won it that year under captain Guy Forget. Then came the Fed Cup (2005-2022), the Monte-Carlo Masters (since 2005), the Rome Open (since 2007), Indian Wells (since 2009), the WTA Masters (2011-2018) and the Shanghai Masters (2010-2012).

BNP Paribas was also the Paris Open sponsor from 1993 to 2016 – the competition was named BNP Paribas Masters from 2003 to 2016. The deal with the Rome Open came a year after BNP Paribas took over Banca Nazionale Del Lavoro (BNL).

Nowadays, BNP Paribas sponsors several international tournaments – a Grand Slam tournament (Roland-Garros of course) as well as three Masters 1000 tournaments (BNP Paribas Open, Rolex Monte-Carlo Masters, Internazionale BNL d'Italia), an ATP 500 tournament (Queens), three ATP 250 tournaments (Open 13, ATP Lyon Open, Moselle Open) and two WTA 250 (BNP Paribas Poland Open, TEB BNP Paribas Istanbul Open).

In 2008, as part of BNP Paribas's 35th anniversary in tennis, 500 women BNP Paribas customers from Paris were invited to the Central Court for a quarter final. BNP Paribas's tennis hospitality department keeps growing. Every year, several tens of thousands of clients and tennis fans are invited on BNP Paribas-sponsored tournaments.



Internazionali BNL d'Italia



BNP Paribas Open Indian Wells

150
The number of countries in which BNP Paribas has acted through tennis since 1973.

“BNP Paribas has always been the tennis bank in people’s minds, and it will be for a long time.”

**Jean-François Caujolle,
head of the Marseille Open 13**

2011 – 2018 : For all fans

BNP Paribas has become one of the main tennis sponsors throughout the years, so much that tennis has become part of its identity. Thanks to BNP Paribas's support, tennis has become accessible for all. Hence the wearetennis.com platform launched in 2011; it features exclusive content and constant streaming news regarding players and tournaments from all over the world. Through its articles, interviews, podcasts, live scores, ATP and WTA schedules, and players descriptions, We Are Tennis reflects the passion of a committed sponsor which wants to please the fans with unique experiences. It is also the window of the BNP Paribas tennis projects.

The We Are Tennis Fan Academy (WATFA) was launched four years later, in 2015. The biggest tennis supporters' school features the most passionate tennis fans in the world, who have been picked based on their enthusiasm and their motivation. The WATFA members are coached by John McEnroe and have proved to be amazing warm-up acts. With their brass bands and their chants, they can create a unique atmosphere. The group has also launched the We Are Tennis Cup for its employees. It has become the biggest corporate sporting event in the world and features over 3,500 employees from over 40 countries every year.

“In a changing world,
all fans should be as passionate as
those from the We Are Tennis
Fan Academy.”

**John McEnroe, tennis legend
and coach of the We Are Tennis Academy**

**WE
ARE
TENNIS**
BY
BNP PARIBAS

2.3 million

The number of We Are Tennis fans on social media – the best portal to follow the BNP Paribas actions in tennis.

8,000

The average number of assets assigned every year on We Are Tennis to make tennis accessible for all.

6,000

The number of fans who have been part of the We Are Tennis Fan Academy, the first tennis supporters' school opened by BNP Paribas.

DANS UN MONDE QUI CHANGE,
LES SUPPORTERS DE TENNIS
SONT AUSSI BIEN ENTRAÎNÉS
QUE LES JOUEURS.

JOHN MCHENROE

REJOINS LA «WE ARE TENNIS FAN ACADEMY»
Nous recrutons les meilleurs supporters de tennis
pour rejoindre le club des tennis fans à l'échelle mondiale
L'adhésion s'effectue en France au 11 de Route de
Clichy Cedex 08 BNP Paribas contre le droit de souscription
du 17 au 19 juillet 2015
fans.wearetennis.com

BNP PARIBAS

La banque
d'un monde
qui change

Depuis 2018 : The impact of tennis goes beyond the courts

BNP Paribas's actions for young talents and tennis promotion also involve corporate social responsibility. BNP's quest for teamwork and social commitment got stronger in 2015 when the programme *Les Aces du Cœur* was launched. It has raised funds for every ace hit in BNP Paribas-sponsored tournaments. This project highlights BNP Paribas's committed and sensible sponsorship as well as its support to positive programmes promoting equal opportunities and youth inclusion.

BNP Paribas wants to build the tennis of tomorrow through sharing, giving, and solidarity by following the way paved years ago. In 2001, the group started its partnership with Yannick Noah's association *Fête Le Mur*, which promotes tennis in underprivileged areas. It has become a major association in France. BNP Paribas has also supported the City Parks Tennis programme since 2015. It gives free tennis classes to thousands of New York children every year. It is a way to make tennis accessible to all.

In 2018, BNP Paribas launched the Team BNP Paribas Young Talents programme. It supports 150 young players aged 12 to 18 both on and off the courts everywhere in the world. It gives financial and educational support to the kids who need it the most. It also prepares them for the professional world.

“We, BNP Paribas, have supported tennis for 50 years, and we love tennis even more when it ***calls for change*** and has ***a real grassroots impact***. It is what we have done with Team BNP Paribas Young Talents, the *Fête Le Mur* association, and Félix Auger-Aliassime's programme.”

Thierry Laborde, BNP Paribas Executive General Manager

“Yannick Noah's idea was to make tennis accessible to all by introducing it to people from underprivileged areas. BNP Paribas has always been by our side in this mission.”

**Séverine Thieffry,
Fête Le Mur President**

150

The number of Young Talents players supported in the world by the Team BNP Paribas Young Talents programme.

Since 2020

Félix Auger-Aliassime

BNP Paribas has partnered Félix Auger-Aliassime and launched a solidarity programme in collaboration with BNP Paribas to promote education and protect children's rights in Togo. Félix donates \$5 and BNP Paribas adds \$15 for every point he scores on the ATP circuit. The funds finance the EduChange programme launched by the NGO CARE, which provides humanitarian aid to youngsters in the Kara region (northern Togo).

**IN 2023,
BNP PARIBAS SPONSORS
14 PROFESSIONAL TENNIS COMPETITIONS:**

1 Grand Slam
Roland-Garros

5 Masters 1000
BNP Paribas Open Indian Wells
Internazionali BNL d'Italia (Rome)
Monte-Carlo Rolex Masters

2 WTA 250
TEB BNP Paribas Istanbul Open
BNP Paribas Poland Open

1 ATP 500
Queens Championships (London)

5 ATP 250
Open 13 (Marseille)
Lyon Open
Moselle Open (Metz)

4 Wheelchair tennis tournaments
BNP Paribas World Team Cup
French Riviera Open
WJP Challenge Tennis (Tokyo)
Swiss Open Genève

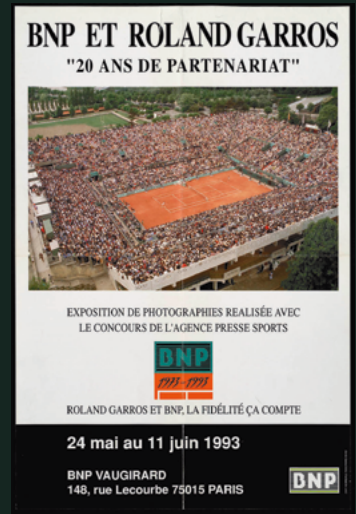
1500

The number of young players from BNP Paribas partner charities who are invited to Roland-Garros every year.

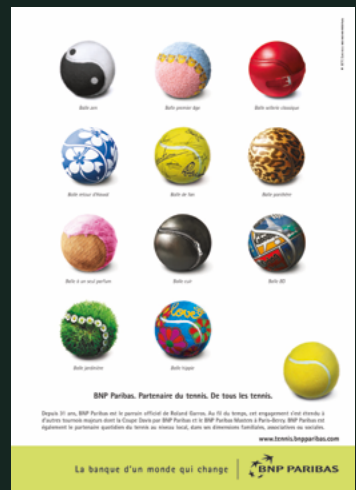
and over 1,000 junior, college, and amateur tournaments

“To celebrate our partnership’s 50th anniversary, BNP Paribas will gather 10,000 youngsters from partner charities to play a huge solidarity match at Roland-Garros. It is a unique and symbolic event.”

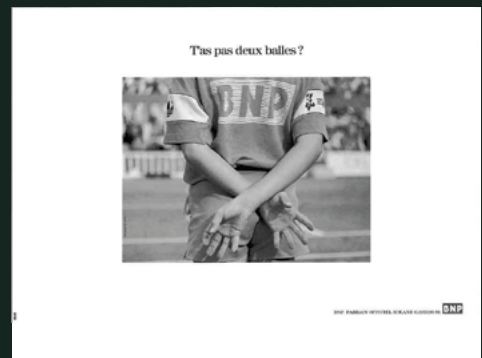
Élise Hermant, BNP Paribas Head of Communication



BNP Paribas celebrates its 50th anniversary as tennis sponsor on the theme of faithfulness and teamwork. These are two key elements of BNP Paribas's tennis sponsorship, as they were to the Musketeers and Henri Cochet, who originated the love story between tennis and BNP Paribas. Is the circle complete then? Not at all! BNP Paribas will keep acting for a more inclusive and accessible tennis, because BNP's tennis journey is about people. And it is just the beginning.



COMMITTED TO TOMORROW'S TENNIS FOR OVER 50 YEARS



Designed by Better Call So



BNP PARIBAS

COMMITTED TO TOMORROW'S TENNIS FOR OVER 50 YEARS