

Paris – January 30th, 2025

Betclic and the French Rugby Federation will promote Rugby at all Levels

Betclic, the leading French online sports betting platform, and the French Rugby Federation (FFR) are pleased to announce the signing of an ambitious partnership agreement for the 2025-2028 period, aimed at supporting French rugby at both professional and amateur levels.

A Partnership to enhance Rugby's visibility

With 20 million players drawn to its immersive mobile experience and innovative brand, Betclic has established itself as a key player in the sports betting industry.

Through this partnership, Betclic is committed to promoting French rugby in its marketing campaigns and across its digital platforms, including its app and sports betting offerings, to increase the visibility of France's national teams and rekindle public enthusiasm for this popular sport.

A commitment to responsible and inclusive Rugby

Betclic will also collaborate with the FFR to train coaching teams and raise awareness about competition integrity, responsible gaming, ethical and inclusive practices, in accordance with the Federation's Charter of 15 CSR Commitments.

Additionally, by supporting the "Rugby au Cœur" Fund, Betclic will contribute to social inclusion projects through sport, positively impacting lives in underprivileged communities.

Betclic's 360° Commitment to Rugby

"One in two Betclic players bets on rugby. This partnership with the FFR aligns with their expectations and complements our existing partnerships with the National Rugby League and Union Bordeaux-Bègles (UBB). We are proud to support, alongside the FFR, all the passionate individuals—whether volunteers or professionals—who bring rugby to life. This agreement reflects our commitment to upholding the values of this unique and widely cherished sport," emphasizes Nicolas Béraud, Founder and CEO of Betclic.

"This partnership with Betclic is a win for the FFR as it includes media campaigns that enhance rugby's visibility and recognition among the general public. More importantly, Betclic is also committed to supporting us through the 'Rugby au Cœur' fund, which backs civic initiatives and educational efforts through sport in our 2,000 amateur rugby club," adds Florian Grill, President of the FFR.

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About Betclic

Founded in 2005 by Nicolas Béraud, Betclic is an online gaming group and the leader in sports betting in several European countries. The company offers sports betting, horse racing, poker, and online casino services. Betclic's teams are committed daily to fostering a passion for sports and gaming in society by providing new experiences that are accessible, entertaining, and responsible.

About the FFR

The French Rugby Federation (FFR) is a non-profit organization founded on May 13, 1919, responsible for organizing and developing rugby union (XV), rugby X, rugby 7s, and rugby 5s in France. As a delegated institution of the Ministry of Sports, the FFR oversees and regulates amateur rugby nationwide while ensuring the high-level performance of France's national teams.

About Banijay Group

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).