



Press Release

Caisse d'Epargne and Seventure Partners launch « Sport & Performance Capital », a French fund dedicated to the economics of sports

Paris, 3 July, 2019

Caisse d'Epargne and Seventure Partners announce the creation of a new fund dedicated to the economics of sport: « Sport & Performance Capital ». This €80 million fund aims at investing in startup companies and SMEs evolving in the fields of sports and wellness, furthering physical activity to preserve health and physical fitness.

Caisse d'Epargne, Paris 2024 Olympic and Paralympic Games Premium Sponsor, is a major bank player in the field of sports, with a sustainable commitment either to finance companies evolving in sports and wellness or to facilitate professional retraining of former athletes. Caisse d'Epargne also has a strong expertise in supporting local companies.

Investing in the development of the economics of sports everywhere in France



« **Sport & Performance Capital** » was created with Seventure Partners, one of Europe's leaders in innovative companies financing, whose sectoral expertise is well known among entrepreneurs and industrial world leaders. For more than 20 years, Seventure Partners has developed a world-wide network

in the fields of health, food and nutrition, and digital technologies, key adjacent sectors for the economics of sport. The fund aims at investing 80 M€ in French companies with high growth potential, selected for their innovation or their specific know-how in the fields of sports and wellness.

The fund will identify and finance companies developing and providing products or services connected to sports, such as: innovative clothing, new materials for sports practice, equipment, specific food or nutrition products, connected devices, performance tracking tools, physical parameters measurement devices, digital innovations, coaching, development of areas, equipment or events promoting the practice of sports.

The term of the investment period of the fund will coincide with the beginning of the Paris Olympic Games in July 2024 and will enable the investment team to identify around 15 companies to be invested by the fund. « Sport & Performance Capital » will then accompany those companies during their development in order to accelerate their growth, until 2029.

An **Advisory Investment Committee will be created, that will consist of Caisse d'Epargne managers, athletes or former athletes** as **Sarah Ourahmoune**, Rio Olympic Games vice-champion, founder and CEO of Boxer Inside, and **Tanguy de La Forest**, member of Archery French team and co-founder of Défi RH Consulting, and Seventure Partners' experts. Further investors are expected to invest in the fund and especially other branches of Groupe BPCE, among which the Banque Populaire.

« *Sport & Performance Capital* » will contribute to enhancing the economics of sport, promoting development at a local and regional level, boosting economic activity and improving environment.

Jean-Yves Forel, Head of Retail Banking Europe and Paris 2024 Project, states: « *Groupe BPCE, Paris 2024 Premium Sponsor, has been accompanying sports for many years; Paris 2024 Olympic Games give us a unique opportunity to spur the practice of sports in France. The launch of this new fund, cornerstoned by the Caisses d'Epargne and Seventure Partners, illustrates the involvement of our Group in the economics of sports in our regions.* »

Fabrice Gourgeonnet, Head of business development at Caisse d'Epargne: « *Through this French fund dedicated to the economics of sports, in the momentum of Paris 2024 Olympic and Paralympic Games, Caisse d'Epargne confirms its willingness to be a useful bank, eager to support, finance and accompany entrepreneurship in the fields of sports and wellness, everywhere in France.* »

Isabelle de Crémoux, Seventure Partners CEO and Managing Partner: « *Since 1997, Seventure Partners has been actively funding innovative French and European companies, especially within the evolving fields of health, food and nutrition, and digital technologies. The economics of sports are deeply disrupted by the innovations and we will work side-by-side with entrepreneurs selected by the fund, giving them full access to our team of investors and their expertise, networks and know-how.* »

About Caisse d'Epargne

The 15 Caisses d'Epargne are cooperative retail banks supporting regional development. With 19,2 millions clients (4,6 millions cooperative shareholders), they support every kind of customers in their projects: retail, companies, social economy, institutions and local and regional administrations. They aim at providing the best-in-class solutions in diversified array of activities: fund raising, asset management, loans, payment solutions, wealth management, real estate, insurance. The Caisses d'Epargne are part of Group BPCE, the second-largest banking group in France.

About Seventure Partners

With €750m net commitments under management as of the end of 2018, Seventure Partners is a leading venture capital firm in Europe. Since 1997, Seventure Partners has been investing in innovative businesses with high growth potential in two fields: Life sciences across Europe, Israel, Asia and North America and Digital technologies in France and Germany. Investments can range between €500k and €10m per round, or up to €20m per company, from early to late stage. Seventure Partners is a subsidiary of Natixis Investment Magares. Natixis is a subsidiary of Groupe BPCE, the second-largest banking group in France.
For more details: www.seventure.fr/en Twitter: @seventurep

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