



INVIVO BECOMES OFFICIAL BRAND OF THE TOP 14 AND PRO D2

PARIS, 2 NOVEMBER 2023 – The LNR (*Ligue Nationale de Rugby* — French national rugby league) is pleased to announce that InVivo, one of Europe's leading agricultural groups, will become an official brand of the TOP 14 and PRO D2 leagues, starting from the next weekend of fixtures and up to the end of the 2024/2025 season.

The Rugby World Cup underlined the popularity of the sport throughout the country, and the return of the TOP 14 is an opportunity to welcome a new member to the great rugby family: InVivo, national union of French agricultural cooperatives, is joining the TOP 14 and PRO D2 leagues as an official brand.

In becoming an official brand of France's two professional rugby union competitions, InVivo will benefit from in-stadium advertising at all matches, both during the regular season and in the final phases, as well as during the TOP 14 Extra Tour, the LNR's tour of events for the general public.

According to René Bouscatel, president of the French national rugby league:

"As rugby continues to grow amongst all audiences, the addition of InVivo is an excellent development that reaffirms how attractive our competitions are. We will be delighted to welcome InVivo, which, like us, has strong regional roots, into our stadiums".

Thierry Blandinières, CEO of InVivo, said: *"We wanted to partner with the LNR following the Rugby World Cup to continue promoting this sport with values that reflect not only our own identity, but also more broadly the values of the agricultural world. Our new motto also showcases those values: La victoire, ça se cultive (meaning 'success is cultivated')".*



About the InVivo group

The InVivo group is one of Europe's leading agricultural groups with a turnover of close to 12 billion euro, more than half of which is generated in France, and a workforce numbering over 14,500 employees, of whom approximately 11,000 are located in France. It has a presence in 38



countries, with 90 industrial sites, including 63 in France. A cornerstone of food sovereignty, it operates across the entire value chain, from farm to fork, and is a leader in each of its four major strategic areas of activity: international grain trade, agriculture, agri-food (malt, wheat, wine), garden centres and food retail. A cross-functional global centre for innovative and digital solutions completes this package. Promoting agricultural transition, InVivo's ambition is to assist in the transformation of French farms and support European food sovereignty.

For more information, visit: invivo-group.com — X @InVivoGroup

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