



Paris, October 5, 2022

ORIS BECOMES OFFICIAL TIMEKEEPER & SUSTAINABILITY PARTNER OF THE LIGUE 1 UBER EATS AND THE LIGUE 2 BKT

The Ligue de Football Professionnel (LFP) is very pleased to announce an innovative partnership agreement with Oris, an independent Swiss watchmaker since 1904.

For a period of three seasons, Oris becomes the official timekeeper of the Ligue 1 Uber Eats and the Ligue 2 BKT, as well as the first sustainable partner of the two competitions organised by the Ligue de Football Professionnel.



Copyright FEP

As official timekeeper, Oris will build on its persistent research efforts towards accuracy, including the development of in-house new calibres. These new calibres offer technical characteristics of precision superior to the standards of the COSC (Swiss Official Control), which the brand wishes to impose as a new standard.

In connecting innovation and performance, the independent Swiss timekeeper is fully integrated in the « League of Talents », this mark of recognition of the profusion and multiplicity of talents in French football, on and off the field. This partnership is also an opportunity for Oris to reconnect with football, in France and worldwide, as it did with the marketing of the « Player Watch » in the 1990s, a watch inspired by football. Recognized for its unique expertise and its commitment to quality, Oris combines mechanical spirit and innovation, while claiming its heritage and independence.



Copyright FEP

Beyond its role as official timekeeper, Oris associates with Ligue 1 Uber Eats and Ligue 2 BKT to become the first sustainability partner of the competitions organised by the LFP. This partnership is based on shared values and strong commitments to social and environmental issues.

Since 1904, Oris has demonstrated its willingness to act as a sustainable company in its territory and with its employees, by contributing to the economic development of its region and by offering equal opportunities for both men and women since 1938. For over 20 years, Oris has had one mission: **"Change for the Better"**. This commitment to both society and the environment has led to various partnerships, such as with the Carl Brashear Foundation, or also with the Coral Reef Restoration Foundation. Trying to "make the world a better place" has become a central element of the brand's philosophy. In October 2021, Oris entered a partnership with "Climate Partner" and the brand's impact is officially climate neutral.

On the other side, the LFP's CSR program **"Playing as a team!"** mobilizes its entire ecosystem: clubs, partners, football families, and expert associations to deploy numerous CSR initiatives at both local and national levels. French professional football is committed to various causes, including climate change, the fight against discrimination, child protection, support for the Bleuet de France and health care workers, and accessibility to stadiums for people with disabilities.

During the 2021/2022 season, more than 2,500 CSR actions were implemented and more than 2,000 organisations (associations, amateur clubs, causes or others) were supported by French professional football. To date, 22 structures (foundation, endowment fund or association) are dedicated to social and environmental commitment within French professional clubs. The LFP and the clubs mobilize around dedicated match days to support and highlight priority causes. For the season 2021/2022, campaigns to raise awareness among the general public counted an average of 90 million impressions per campaign on social networks.

Through this partnership, Oris, Ligue 1 Uber Eats and Ligue 2 BKT are committed to use the French professional football as an exceptional lever to boost their CSR strategies. The next three years of this partnership will be the opportunity to conduct concrete social and environmental actions.



Marco Gemperli, Region Director of Oris SA and Managing Director of Oris France :

« We are very proud to work alongside the LFP with this innovative agreement, our shared ambitions have naturally brought us together to make Oris the first "Official Timekeeper & Sustainability Partner" of the LFP. As an independent Swiss watch company, Oris seeks to give meaning to its actions; for more than 20 years, commitment to social and environmental causes has been in our DNA and at the heart of our core values. Through football, this partnership will be a great voice for our respective responsible programmes: "Change For The Better" and "Playing as a Team!". Over the next three years, it will be implemented on the field by committed co-written ecological and societal actions. »

Vincent Coquet, Executive Director of Oris France :

« Football is the most popular sport in France, represented in every city where Oris is distributed. Football brings generations together and is an excellent source of social ties. This is a major partnership that we have just signed for our company but also for all our retailers. For several years now, we have been committed to conveying emotions through our watches and actions. Football is one of the best catalysts for this and we are looking forward to inviting all the people who make Oris today to share moments of joy in the stadiums of Ligue 1 Uber Eats and Ligue 2 BKT. »

Mathieu Ficot, Deputy General Manager at LFP :

« We are delighted to welcome Oris as a partner of Ligue 1 Uber Eats and Ligue 2 BKT. In addition to demonstrate the attractiveness of our two flagship competitions, this agreement with Oris, an innovative and committed brand and the first sustainability partner of the LFP, will enable the LFP to strengthen our CSR strategy. »

Ligue de Football Professionnel
pressoffice@communicationlfp.fr
+33 1 53 65 38 94

www.lfp.fr

