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INVIVO BECOMES OFFICIAL FINE FOOD SUPPLIER OF RUGBY WORLD CUP FRANCE 2023

The InVivo group is proud to become the Official Fine Food Supplier for Rugby World Cup France 2023.

As a national union of agricultural cooperatives, operating close within French regions, InVivo will promote French local products throughout the organisation of this major international sporting event.

A GREAT OPPORTUNITY TO PROMOTE FRENCH AGRICULTURAL AND FOOD INDUSTRIES

Rugby World Cup 2023 should be the world's most French sporting events promoting our country and its local products. This is a strong objective, highlighted by France 2023 CEO Claude Atcher, which echoes InVivo's mission and the vision of its CEO Thierry Blandinières who sees it as a great opportunity to promote the French agricultural and food industries by highlighting local products, representative of France's regions.



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In addition, with a view to inventing a new model for sporting event, France 2023 has also made unprecedented commitments in terms of positive impact, inclusion and respect for social and environmental issues; following a strong desire to set an example in line with InVivo group's expectations.

Claude Atcher, France 2023 CEO: "Rugby comes from these lands where tradition is dared, where every gesture respects the nature and celebrate its excellence. Welcoming InVivo was an obvious choice for us. We are proud to share the same ambition for Rugby World Cup 2023: to provide all audiences, in and outside stadiums, with local products from sustainable and responsible agriculture that will make our country shine."

Thierry Blandinières, InVivo CEO: "InVivo is really proud to be involved in the organisation of Rugby World Cup 2023, especially as it will be one of the first global sporting event since the beginning of the Covid crisis, a beacon of hope and recovery. With two years to go before it kicks off, the tournament has already been met with great passion and is a strong opportunity to promote the French agri-food sector, by highlighting our industries, our products and our territories."



ABOUT RUGBY WORLD CUP FRANCE 2023:

Rugby World Cup 2023 will take place in France from 8 September-28 October with matches played in nine venues across 10 host cities. The tournament will be the 10th men's Rugby World Cup and the second to be hosted by France after a memorable event in 2007.

RWC 2023 will take place in a year when the sport celebrates 200 years since Rugby School pupil William Webb Ellis was credited with inventing the game of rugby football by showing "a fine disregard for the rules" in catching the ball and running with it in 1823.

RWC 2023 will set new standards in social responsibility, inclusion and sustainability for a major rugby event, targeting four key pillars for the tournament's legacy: acting for sustainability and circular economy, supporting education, training and employment, respecting and protecting the environment and promoting inclusivity by being a champion for gender equality.

The showpiece event in men's 15s, Rugby World Cup 2023 will feature 20 teams – 12 of whom qualified directly by finishing in the top three in their pool at Japan 2019 and eight from a global qualification process – with 48 matches played across 51 days.

ABOUT INVIVO GROUP:

InVivo Group is a leading national French agricultural cooperative group, bringing together 192 cooperatives.

Its purpose is to promote the agricultural and food transition towards a resilient agro-system for the benefit of farmers and consumers.

InVivo is organized around four key activities: Bioline by InVivo (agriculture), InVivo Retail (garden centres and food retail), Cordier by InVivo (wine) and InVivo Grains (grain trade) – and a transversal entity dedicated to innovation – InVivo Digital Factory. InVivo employs 5,818 collaborators across 19 countries. Its 2019-2020 revenues amounted to €5.1 billion.

Find out more: www.invivo-group.com.

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