

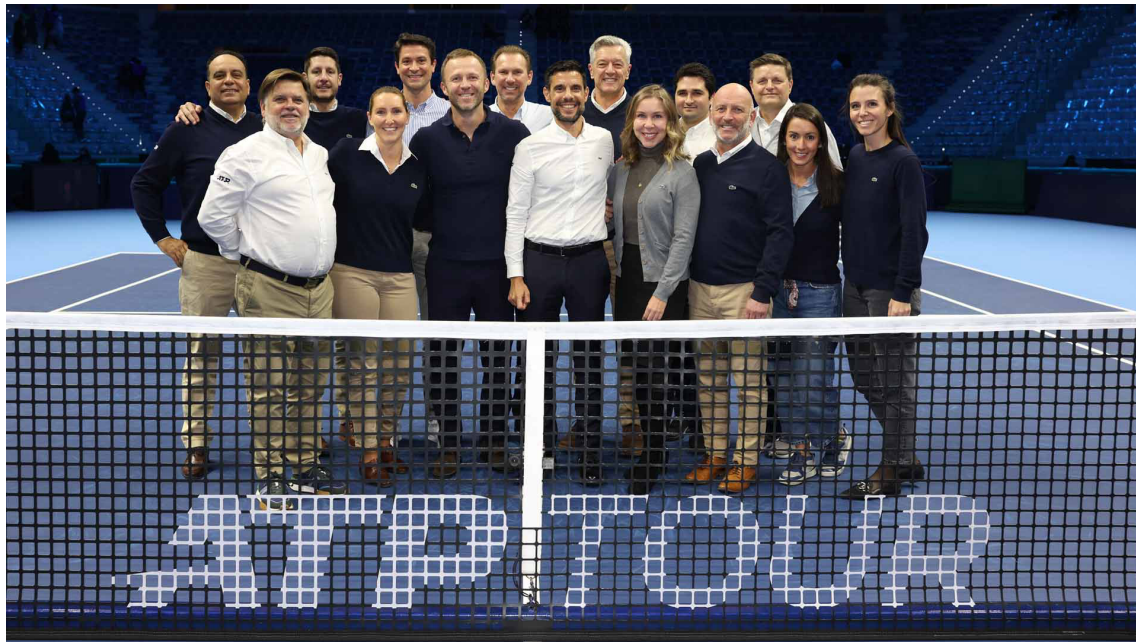
NEWS RELEASE

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ATP TOUR & LACOSTE RENEW GLOBAL PARTNERSHIP, CELEBRATING A LEGACY OF STYLE & SPORTSMANSHIP

LONDON – ATP is proud to announce the extension of its longstanding partnership with Lacoste. The iconic fashion-sport brand will continue as the Official Outfitter of the ATP Tour from 2024-2026.

Lacoste will outfit ATP staff and officials, including chair umpires, elevating style in travel across the Tour. The fashion-sport pioneer will also be showcased to a global tennis audience through the ATP Tour's fast-growing social and digital channels.



The partnership celebrates a unique shared legacy in tennis. In 2022, ATP celebrated its 50th Anniversary, while 2023 marked Lacoste's 90th birthday. The partnership also builds on ATP and Lacoste's aim of bringing together diverse communities through a love of tennis and fashion.

Lacoste's partnerships in tennis span some of the most prestigious events on the calendar, including ATP Masters 1000 tournaments in Madrid and Miami, and Roland-Garros. The brand's roster of ambassadors includes tennis stars Daniil Medvedev, Grigor Dimitrov, Ugo Humbert, Venus Williams, Fiona Ferro and World No.1 Novak Djokovic.

Lacoste has also teamed with its ambassadors to provide free access to sport for enthusiasts from underprivileged communities. In the past three years, the 'We Are Etendard' project has rebuilt more than 20 courts across tennis, basketball, football and handball, helping inspire young people through sport.

ATP Chief Business Officer Daniele Sano said: "For more than 20 years our partnership with Lacoste has blended tennis and style. It's a timeless legacy of excellence we're proud to continue, embodying the spirit of sportsmanship and elegance on and off the court."

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Lacoste CEO Thierry Guibert said: “As we renew our partnership with the ATP Tour, we look forward to continuing our journey of uniting communities across the world through a passion for tennis, performance, and elegance. Together, we celebrate the synergy of our rich legacies, marked by 90 years of Lacoste's iconic style and 50 years of ATP's remarkable contribution to the world of tennis.”

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Media Contacts:

communications@atptour.com

rmimoun@lacoste.com

About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Lacoste

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and kids.

At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons. The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences. Lacoste is established in 98 countries, throughout a network of 1100 shops. For further information on Lacoste: <https://corporate.lacoste.com/fr/accueil/> Lacoste is one of the inspiring brands driven by passionate people of the MF Brands Group, alongside Aigle, Gant, Tecnifibre and The Kooples (<https://mf-brands.com/>)