

**Blaise Matuidi, new Ambassador for BarrièreBet****Blaise Matuidi, a prestigious sporting ambassador who shares the Group's values**

A much-loved figure in France and a footballer with an exemplary career, Blaise Matuidi, advocates teamwork and team spirit to succeed, both on and off the pitch. These two values are fully embodied by the 7,000 Barrière employees, who are committed to providing the Group's customers with an exceptional experience every day.

*"We are delighted and very proud that Blaise Matuidi has agreed to represent our new sports betting brand, BarrièreBet, and we welcome him to the wonderful Barrière family. We chose Blaise not only because he is a great football player with an international reputation, but also for his human qualities and his values, which are so very close to our own: honourability, hard work, team spirit, leadership, and the importance of family. We would like to thank Blaise for accompanying us on this journey, while sharing his experience and perspective with regards future sporting events,"* says Alexandre Desseigne-Barrière, Managing Director of Strategy and Development.

*"It is a great honour for me to become the Ambassador for BarrièreBet, the online sports betting platform for Groupe Barrière, a prestigious French family-run group that I know well through its magnificent hotels and casinos. I was drawn to this project because of our shared values and the gaming experience on offer, which combines both on and offline possibilities, making a genuine difference to the current market,"* adds Blaise Matuidi.

Blaise Matuidi will embody the BarrièreBet brand for the next two seasons, during which time he will contribute to the creation of content dedicated to the betting community.

Through this partnership, Barrière plans to grow its brand reputation in a competitive and fast-growing market.

## **An encouraging first year**

Launched in September 2020, BarrièreBet has had an encouraging start. 2020/2021 - whilst marked by the health crisis and the closure of gaming establishments - were rich in sports events allowing the gaming community to explore the BarrièreBet experience.

With the reopening of the casinos, Barrière intends to continue developing awareness of its BarrièreBet sports betting brand and recruiting new players. Friendly events adapted to the sporting calendar will be offered throughout the year in the Group's gaming establishments and in the Cafés des Sports, meeting places for amateur sportsmen and women.

BarrièreBet is fully invested in the Group's desire to transform and diversify, and in the acceleration of its digital strategy launched by Alexandre Desseigne-Barrière. Encouraged by the initial progress, Barrière aims to become an omnichannel stakeholder for gambling, particularly in France and Switzerland.

*"Barrière offers a friendly and responsible gaming experience in exceptional locations. Our objective is to help our customers to enjoy moments of unparalleled emotion by combining the authenticity of human contact with the digital world. We wish to show our customers that they can experience unique sensations both on BarrièreBet and in our establishments,"* adds Alexandre Desseigne-Barrière.

## **About Barrière**

The Barrière brand markets hotels, casinos and restaurants for two distinct groups: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

Founded in 1912 by François André and successively developed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, Barrière has developed unparalleled offerings in the field of high-end leisure, on the basis of operational excellence, quality service and the French way of life. It now includes 33 Casinos, 1 Gaming Club, 18 Hotels (most of them 5 stars and a Palace in Courchevel) and more than 140 restaurants and bars, including the famous Fouquet's in Paris (available in 9 other destinations). It also offers nearly 3,500 shows and events per year. The turnover of both Groups amounted to €1.24 billion for the financial year ended 31 October 2019. They have nearly 7,000 employees.

Barrière also has an excellent reputation in the catering industry with nearly 2.5 million meals served, in leisure activities with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy in Ribeaupillé, 3 golf courses and 2 tennis clubs, and it stands out for its Resorts located in internationally renowned tourist destinations.



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