

DANONE NATIONS CLUB

AN ONLINE WORLDWIDE COMPETITION COMBINING PHYSICAL EXERCISE AND E-SPORT,
POWERED BY INTERNATIONAL AMBASSADORS RAPHAËL VARANE & ADA HEGERBERG



club.danonenationscup.com

Paris - July 20th, 2021. With Covid, despite no physical competition nor training possible due to sanitary crisis, Danone Nations Cup decided more than ever to stand up aside children worldwide and is pleased to launch the Danone Nations Club, an online competition combining physical exercise and e-sport, powered by international famous ambassadors. **The Season 1 will end on October 30th.**



**ADA
HEGERBERG**

One of the best woman footballer of the world. First ever Women Ballon d'Or winner.



**RAPHAËL
VARANE**

One of the most titled football players in the world, defender of the French national team.



**PROF. MOHAMMAD
YUNUS**

2006 Nobel Prize of Peace, inventor of microcredits and social business. Founder of the Yunus Sport Hub



**DANONE
NATIONS E-CUP**

**DANONE NATIONS
E-CUP**

The first ever DNC e-Sport competition on a video game. The regional phases will be held in September.

A WORLDWIDE COMPETITION

In this new era for Sport where digital becomes king, kids are no exception. We see this consumption as an opportunity to enhance kids keep exercising, keep practicing, keep training with fun with worldwide champions ambassadors, being suitable with their digital native language. Danone Nations Club will become a new experience around the Danone Nations Cup, combining physical exercising on the pitch and for training, with best eating and drinking habits practices to improve performances offline and online. The Season 1 of the Club will end on October 30th, 2021. The Club will be available in eight languages (English, French, Spanish, German, Italian, Portuguese, Arabic and Japanese) and open to all the kids aged from 10 to 15 years old. All players will be competing internationally against and with each other, taking up challenges powered by ambassadors. By participating, the users will win Impact Points which will define their ranking in the different leaderboards.

KIDS TO CHALLENGE AMBASSADORS WITH THEIR BEST MOVES

The rules are simple. Called by Raphaël Varane, Ada Hegerberg and Pr Yunus, kids take up challenges calling for both physical and mental skills. The more they exercise, the more they practice, the more they earn points, the more they have chance to climb up the leaderboard. But the real funniest part is that kids reversely can challenge their idols in return, with their best moves.

PLAY FOOTBALL, CHANGE THE GAME

Danone Nations Club, in the continuity of the Danone Nations Cup will encourage kids to play football and change the game. Because we believe in sport as a force for good, we will continuously awake these kids to UN goals, propose them collective actions leading to collective and scalable impact. Each year we ask kids to vote for what matters the most to them and we commit in acting and supporting projects serving their votes. We are delighted to team up with Partners like Yunus Sport Hub, Peace and Sport, Watering Minds, Kipsta and more to act on what matters most to children and build a sustainable future together. The Danone Nations Club will enable kids by playing football and taking up challenges, to change the game, through Impact Points. Besides ranking them up in the different leaderboards, the Impact Points are useful in another way. Several NGOs are highlighted on the Club for their initiatives positively supporting local communities. The kids will give their Points to the projects they want to impact. More than ever, kids will Change The Game while Playing Football. At the end of the competition, the most voted projects will be supported by Danone Nations Cup and its partners, financially but also with human-time and network.

DNC ENTERS A NEW ERA WITH AN E-SPORT COMPETITION

It is hardly fortunate we would be fully back to normal football experiences in the near months. Therefore, Danone Nations Club enters a completely new world stepping into e-sport and remaining true to itself and its core values. There are other ways to enjoy football, especially during pandemic: online. The Danone Nations Club participants will be able to register to one of the 8 regional tournaments (Europe, North Africa, South Africa, Asia, North America & South America). The winners will represent their countries at the Ultimate Football Experience.

THE REWARD: THE ULTIMATE FOOTBALL EXPERIENCE

At the end of the 2021 Season, the Best Eleven scorers on the global leaderboard & the 8 e-Sport finalists will be invited to travel to an iconic football camp with ambassadors and really live an ultimate experience around football among which a football camp coached by our ambassadors and professional staff and many more surprises unveiled pending the sanitary conditions end 2021.

ABOUT THE DANONE NATIONS CUP – A LIFE-CHANGING EXPERIENCE

The Danone Nations Cup is the World's biggest football tournament for kids, boys and girls, aged 10-12 honoring young soccer prodigies from all over the world since its creation in 2000. More than an international competition, the Danone Nations Cup is a lifetime experience turning players into World Citizens and promoting societal change through football, with a meaningful signature: Play Football, Change the Game. The competition allows kids from all over the world to discover new places, cultures with the promotion of values such as respect, humanism, Fair Play and openness. The Danone Nations Cup is also acting for water access in schools, healthier habits, inclusion and more sustainable habits, hoping to inspire tomorrow's generation to go further as World Citizens and catalysts for positive societal change. Legendary footballing stars as Ada Hegerberg or Raphaël Varane throw their support behind the Cup, following the footsteps of Zinedine Zidane who has been backing the competition for over 15 years.

Learn more on our [website](#) and follow the Danone Nations Cup on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

ABOUT DANONE

Danone is a leading multi-local food and beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With its 'One Planet. One Health' frame of action, which considers the health of people and the planet as intimately interconnected, Danone aims to inspire healthier and more sustainable eating and drinking practices. To accelerate this food revolution and create superior, sustainable, profitable value for all its stakeholders, Danone has defined nine 2030 Goals, and paved the way as the first listed company to adopt the "Entreprise à Mission" status in France. With a purpose to bring health through food to as many people as possible, and corresponding social, societal and environmental objectives set out in its articles of association, Danone commits to operating in an efficient, responsible and inclusive manner, in line with the Sustainable Development Goals (SDGs) of the United Nations. By 2025, Danone aims to become one of the first multinational companies to obtain B Corp™ certification. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €23.6 billion in sales in 2020. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk). Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Vigeo Eiris and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index.



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