

#POSTIVE BANKING

# BNP PARIBAS FORTIS YOUNG TALENT TEAM WITH JUSTINE HENIN ACADEMY

*Limelette*

November 8, 2022



**BNP PARIBAS**  
**FORTIS**

By your side for  
**200**  
YEARS

**jh**  
JUSTINE HENIN  
ACADEMY

The bank for a changing world



BNP PARIBAS FORTIS YOUNG TALENT TEAM  
WITH  
JUSTINE HENIN ACADEMY

## TODAY'S AGENDA

CHAPTER 1

9.30 to 10.30 AM

Introduction by **Cindy Vincent**

**Max Jadot** – Partnership with BNP Paribas Fortis

**Vincent-Baptiste Closon** – BNP Paribas Group's vision

**Justin Henin** - How the 'Young Talent' programme works



BNP PARIBAS FORTIS YOUNG TALENT TEAM  
WITH  
JUSTINE HENIN ACADEMY

## TODAY'S AGENDA

**CHAPTER 2** 10.30 to 12.00 AM

**Photo opportunity**

**Friendly exhibition between Max Jadot and Justine Henin**

**Open Training with young talents**

**CHAPTER 3** 13.30 to 15.30 PM - Optional

**Workshop 1 - Media training**

**Workshop 2 - Personal branding**

#POSITIVEBANKING

CHAPTER 1

# Max Jadot

CEO of BNP Paribas Fortis



OUR PURPOSE  
Enable People to Grow



1

WE LOVE CINEMA



2

WE LOVE CULTURE

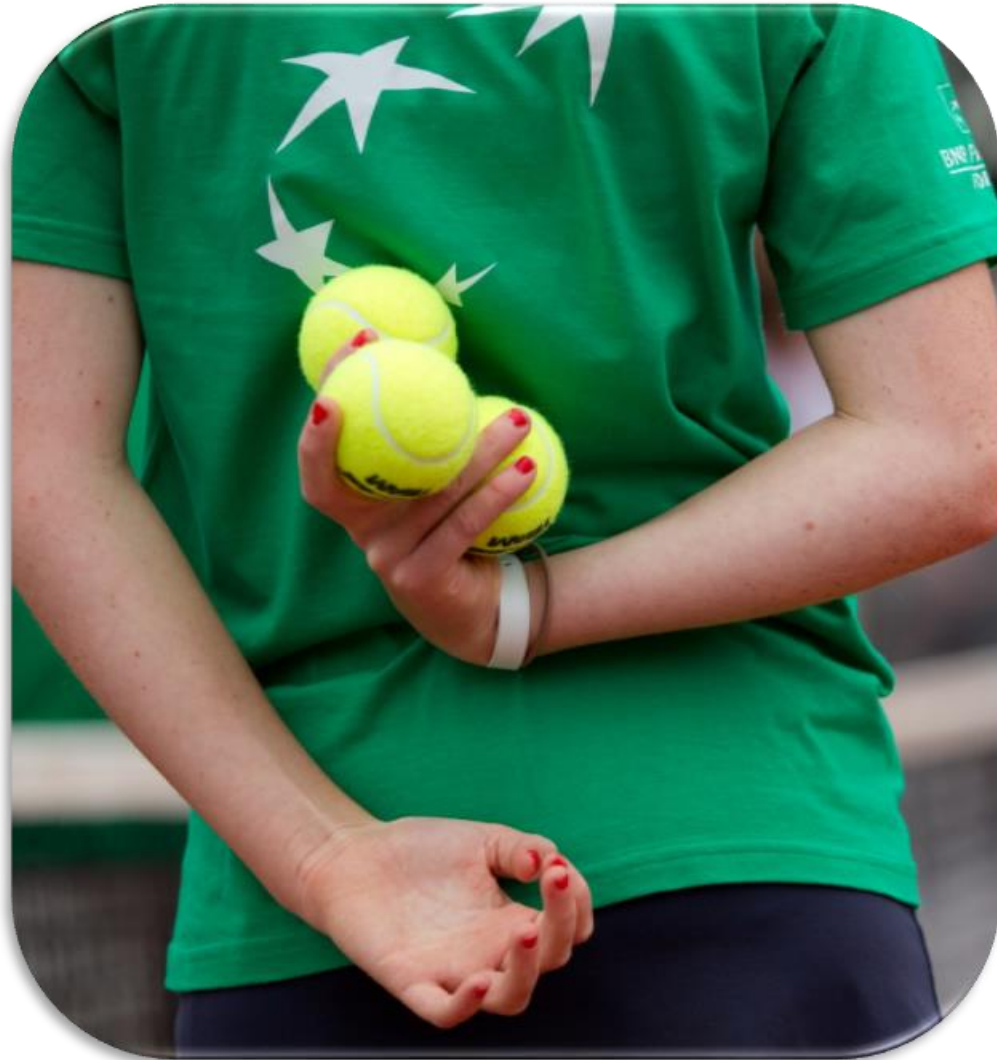


3

WE ARE TENNIS

# STRATEGIC FOCUS - PARTNERSHIPS IN TENNIS

## Enable People to Grow



## External Ecosystem Tennis



## STRATEGIC FOCUS - HISTORY

# BNP Paribas Fortis Young Talent Team with Justine Henin Academy

1973

BNP Paribas' history with tennis began in 1973, when the French Tennis Federation asked to BNP Paribas to finance the construction of the boxes for their main court of Roland-Garros.

2018

The first ten young players who will join the BNP Paribas Young Talent Team.

2022

BNP Paribas Fortis and the Justine Henin Academy kicked off the 'BNP Paribas Fortis Young Talent Team with Justine Henin Academy' programme. The new partnership aims to provide financial assistance as well as support on and off the court to talented young tennis players. From now until 2025, eight rising stars will be given the help they need to increase their chances of reaching the highest level possible in tennis.

#POSITIVEBANKING

CHAPTER 1

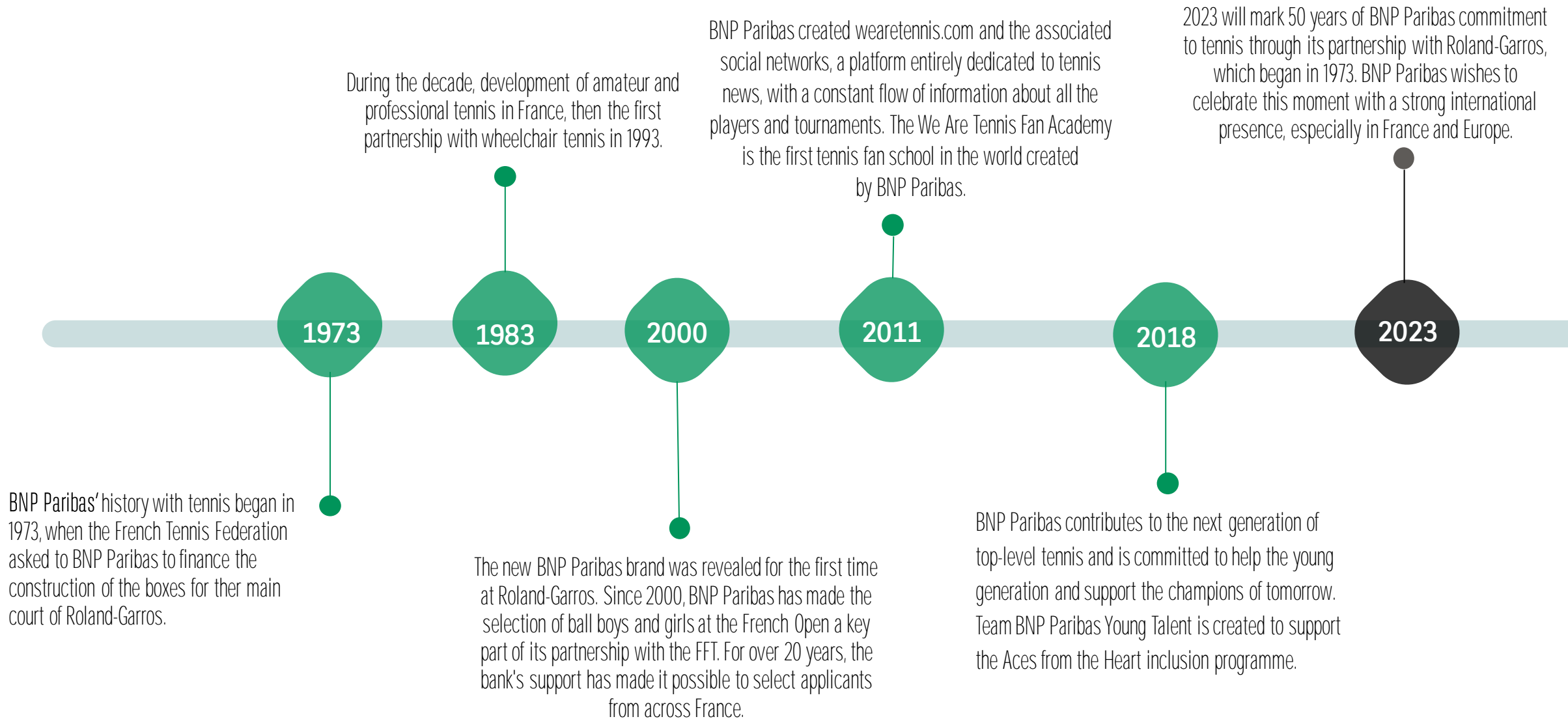
# Vincent-Baptiste Closon

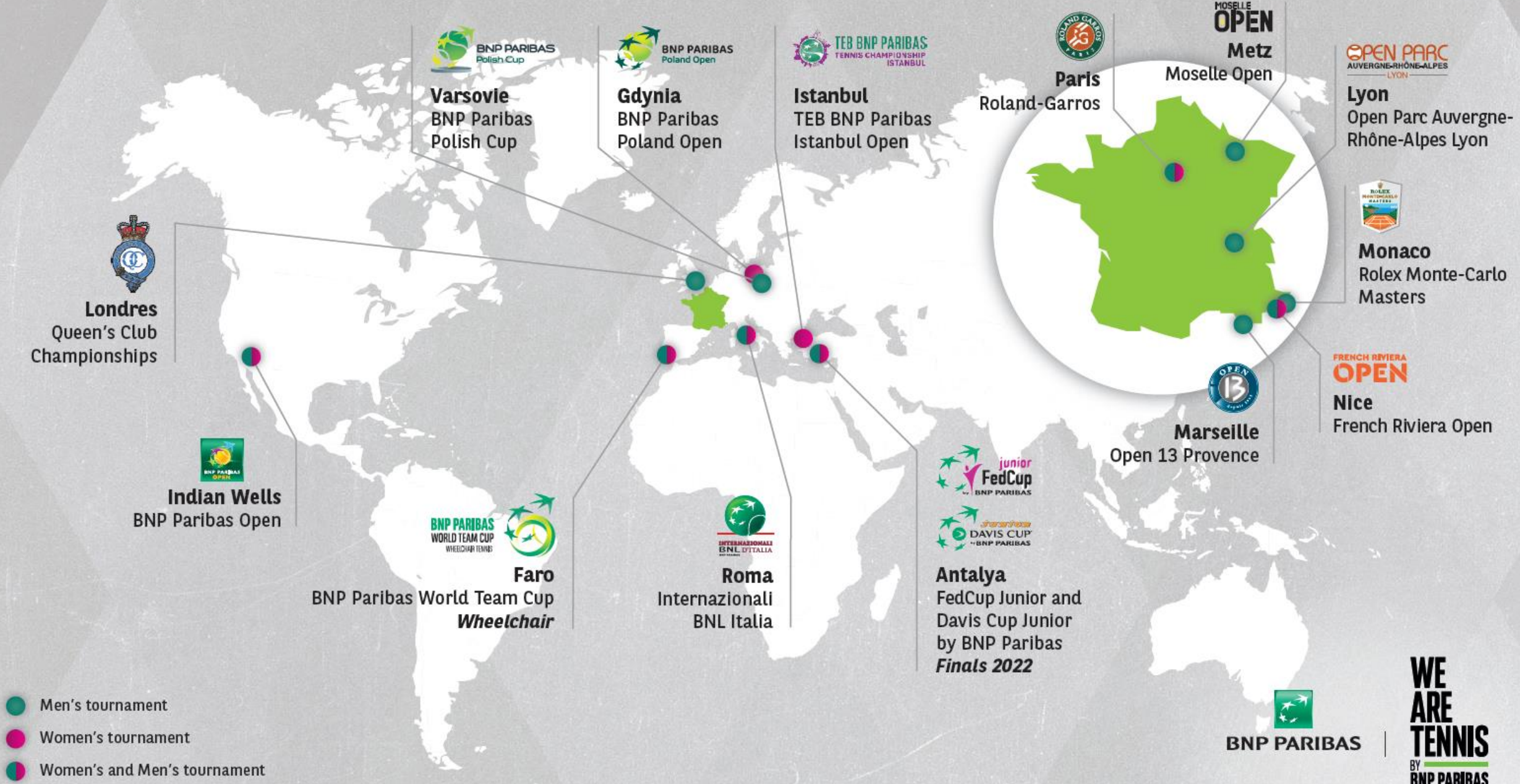
*Global Head of tennis sponsorship BNP Paribas Group*



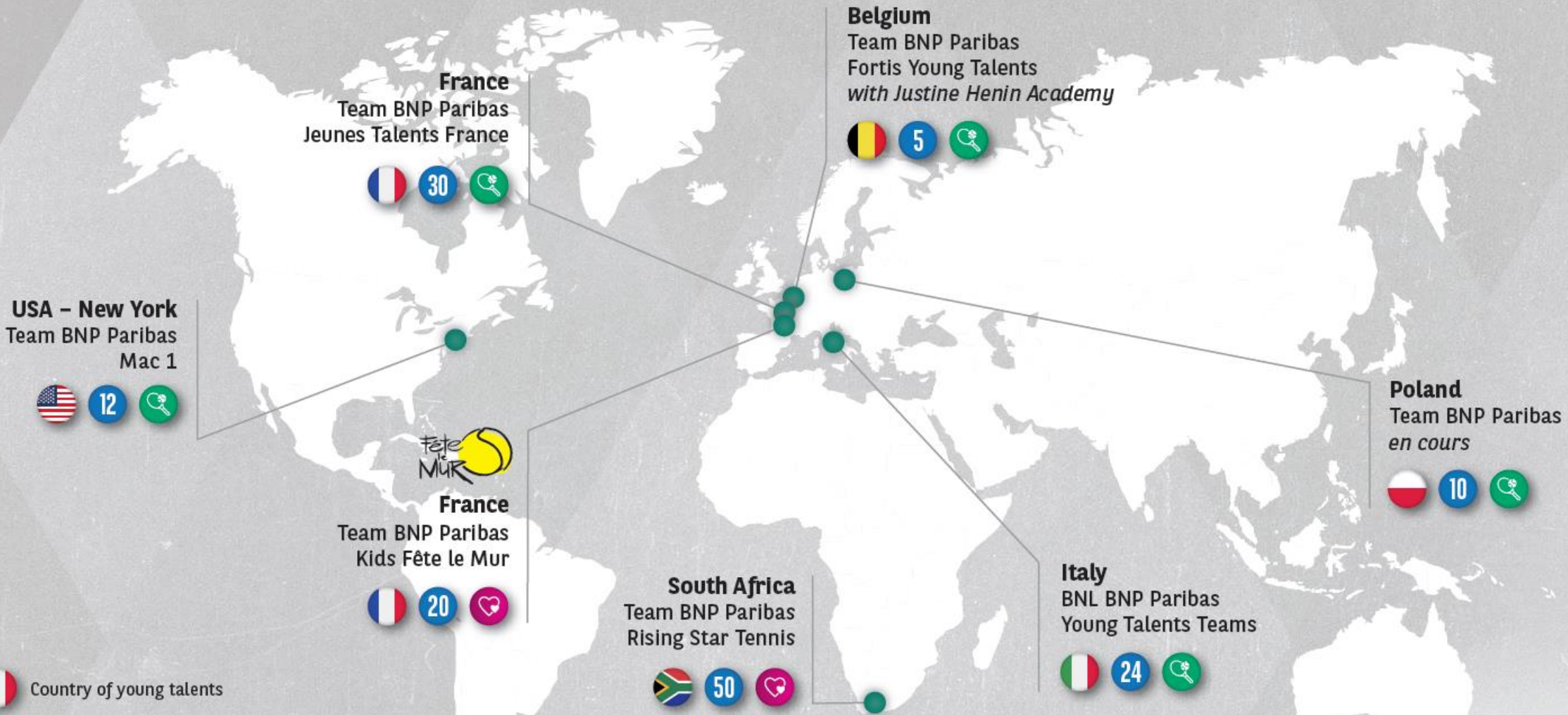


# STRATEGIC FOCUS - PARTNERSHIPS IN TENNIS HISTORY





- Men's tournament
- Women's tournament
- Women's and Men's tournament



- Country of young talents
- Number of young talents
- Teams Performance
- Teams Inclusion

Total: 150 young talents supported





BNP PARIBAS

# 1973-2023

2023 WILL MARK 50 YEARS OF BNP PARIBAS' COMMITMENT TO TENNIS THROUGH ITS PARTNERSHIP WITH ROLAND GARROS, WHICH BEGAN IN 1973.

BNP PARIBAS IS PLANNING A MAJOR ROLL-OUT TO MARK THIS IMPORTANT OCCASION FOR THE GROUP, WHICH HAS BEEN DESIGNED TO BE INTERNATIONAL IN SCOPE, WITH A PARTICULARLY STRONG PRESENCE IN FRANCE AND EUROPE, AROUND ROLAND GARROS.



## SUPPORT

# 1973 - 2023: 50 YEARS OF COMMITMENT

### HISTORICAL PARTNER

BNP Paribas is a major partner of world tennis. It is a story of loyalty, proximity and passion for the entire group, which has chosen to focus its commitment to the sport solely on tennis.

### PARTNER OF ALL TENNIS

BNP Paribas is committed to all levels of tennis: singles, doubles, wheelchair, team, family; from beginners to the biggest professional tournaments.

### PARTNER OF IMPACT TENNIS

BNP Paribas helps to promote a festive and innovative form of tennis and to make it accessible to as many people as possible; acting in favour of greater equality of opportunity, particularly for the younger generations.

#POSITIVEBANKING

CHAPTER 1

# Justine Henin



## GUIDELINES

# BNP Paribas Fortis Young Talent Team with Justine Henin Academy

1

FROM AMONG THE BEST PLAYERS,  
PROVIDE SUPPORT TO THOSE MOST IN NEED OF ASSISTANCE AND THE MOST DESERVING

2

ENSURE A FAIR AND PROFESSIONAL SELECTION PROCESS

3

PROVIDE BENEVOLENT AND PROFESSIONAL SUPPORT







## SELECTION CRITERIA

# BNP Paribas Fortis Young Talent Team with Justine Henin Academy

- 1 OFFICIAL TENNIS RANKINGS
- 2 FUTURE POTENTIAL
- 3 ATTITUDE ON & OFF THE COURT
- 4 MOTIVATION/PERSONAL ATTITUDE/OPEN-MINDEDNESS  
AND DESIRE TO SUCCEED AS A TENNIS PRO
- 5 SCHOOL RESULTS
- 6 STATE OF THE PARENTS' FINANCIAL RESOURCES / GOAL OF SOCIAL DIVERSITY

# COMMITMENTS REQUIRED FROM THE PLAYERS

## BNP Paribas Fortis Young Talent Team with Justine Henin Academy

Compliance with a set of ethical and behavioural Guidelines with regard to the player's attitude, an anti-doping commitment, image (including that of the player's entourage)



Availability and an appropriate appearance for the creation of publicity material: both quantity and quality, plus showing understanding of the needs of the BNP Paribas (Fortis) Brand.

A commitment to take part in training (language courses, etc..) and other services provided by BNP Paribas (Fortis)



Acceptance of the rules of the programme: participation in BNP Paribas Group events related to the "Young Talents Teams", etc

## DISTRIBUTION OF ROLES

# BNP Paribas Fortis Young Talent Team with Justine Henin Academy

### Justine Henin

- Mentor
- Inspiration
- Advice on and off the field
- Selection of young BNP Paribas Fortis talent



### Carlos Rodriguez

- Sports management
- Definition of sporting objectives and work areas
- Planning of training sessions and tournaments
- Selection of young BNP Paribas Fortis talent

# SUPPORT Justine Henin Academy



> SIMPLE APPROACH



> INDIVIDUALISED  
APPROACH - HUMAN-  
SIZED ACADEMY



> EXPERTISE  
GUARANTEED



> WORKSHOPS ON  
DIFFERENT THEMES

**ENABLE PEOPLE TO GROW**

BNP Paribas Fortis Young Talent Team

with Justine Henin Academy : first young tennis players announced



# Louis-Lou Langenaken

- Belgium - 2006 - 16 years old
- Best ITF ranking: 832
- Current ITF ranking: 1.142
- 2nd Belgian player in ITF ranking in his year of birth



# Laure Valentine Pop

- France - 2009 - 13 years old
- Tennis Europe U14 ranking: 84
- French Champion 11-12 years old
- N°1 French player in her age category
- 2nd French player in the Tennis Europe U14 ranking
- Top 30 in the Tennis Europe U14 ranking in his year of birth



# Moïse Kouamé

- France - 2009 - 13 years old
- Classement Tennis Europe U14 : 204
- Meilleur classement ITF : 1.314
- Classement ITF actuel : 1.617





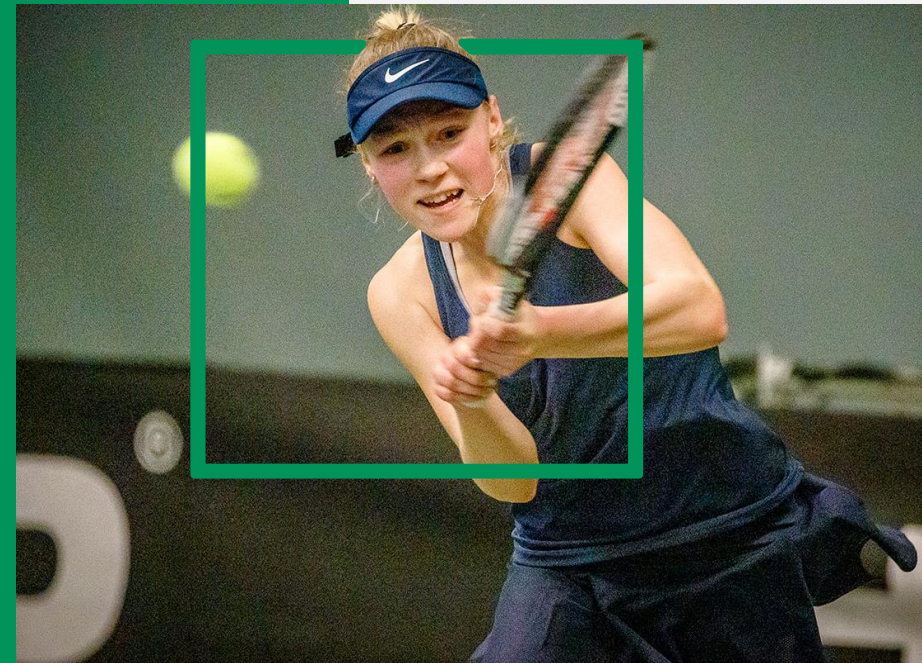
# Romy Debaene

- Belgium - 2008 - 14 years old
- Tennis Europe U14 ranking: 154
- 2nd Belgian player in the Tennis Europe U14 ranking



# Cecilie Agerbek Fridthjof

- Denmark - 2007 - 15 years old
- Best ITF ranking: 840
- Current ITF ranking: 786
- Danish No. 1 in her age group



# QUESTIONS?

*ANSWERS*



**BNP PARIBAS**  
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# THANK YOU



**BNP PARIBAS**  

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