



Gouvernement Princier
PRINCIPAUTÉ DE MONACO

Prince's Government
PRINCIPALITY OF MONACO

PRESS PACK

Partnership Agreement

Principality of Monaco/AS Monaco

2016-2017 Season

Thursday 27 October 2016

Residence of the Minister of State

Introduction

The Principality of Monaco and AS Monaco have signed a Partnership Agreement.

Throughout the season, all the advantages of AS Monaco will be put at the service of showcasing the Principality in promotional campaigns.

AS Monaco's identity, its strong digital presence, the new "MyMonaco" platform and the campaigns undertaken throughout the year as side-events of the sporting life of the professional team will be drawn upon in carrying out this mission.

Summary

1. AS Monaco - a sports ambassador and a benchmark institution in the Principality
2. A rapidly growing digital presence
3. "MyMonaco," a platform entirely devoted to discovering the Principality
4. A key player in Monegasque life
5. An agreement between AS Monaco Football Club and the Prince's Government

1. AS Monaco – a Sports Ambassador and a Benchmark Institution in the Principality

AS Monaco has always been closely linked to the places and events that make up the Principality.

The Club emphasises its indissoluble link with the Principality in its new slogan, "Unique Forever," launched last August.

"A unique place naturally gives life to a unique club, and for ever, hence: "Unique Forever!"

As a sports ambassador and benchmark institution, AS Monaco is a unique, outstanding club, due to its location, its history, the famous diagonally striped strip invented by Princess Grace, and its success – a club that is at the service of the Principality.

The popularity of the "reds and whites," the colours of the country's flag, is already very strong in France, and is increasing in the rest of Europe, thanks to the team's sporting prowess, and throughout the world, where it has a growing number of fans.

AS Monaco has become a global brand, sharing its excitement and its values of effort and hard work with its fans in the unique and majestic setting of the Principality, for which it has become a showcase.



UNIQUE  FOREVER

2. A Rapidly Growing Digital Presence

More than 5 million! That's the number of fans who currently follow AS Monaco's news on social networks. This figure is constantly increasing, in the proportions noted.

In a recent study, AS Monaco had the honour of achieving the most rapid growth in Europe with regard to the number of new fans on digital media in recent years.

The club features among the 20 greatest European clubs on the leading social networks (Facebook, Twitter, Instagram, etc.)

Its motto: to offer creative, innovative, high-quality content to give pleasure to fans, encourage their loyalty and bring them ever closer to the professional team and the club

AS Monaco is top of the ranking carried out by the agency Result Sports



A Few Statistics:

An increase of 304,2% = best growth rate among the top 50 European clubs on the leading social networks between 1 July 2014 and 30 June 2016

+A audience consisting of 81% of ages 13-34.

Facebook – 3.8M fans

Twitter – 1.1M fans

Instagram – 288K fans

Snapchat – 800K views of "stories" per season

ASMonaco.com – 13.5M sessions since its launch in September 2013, 6.7M unique users and 44M pages viewed.

3.5% of sessions are from Monaco, 60% from France and 36.5% from the rest of the world (Colombia, the UK, the USA, Italy, Spain, etc.)

14 October 2015: AS Monaco reaches the milestone of 3M on FB

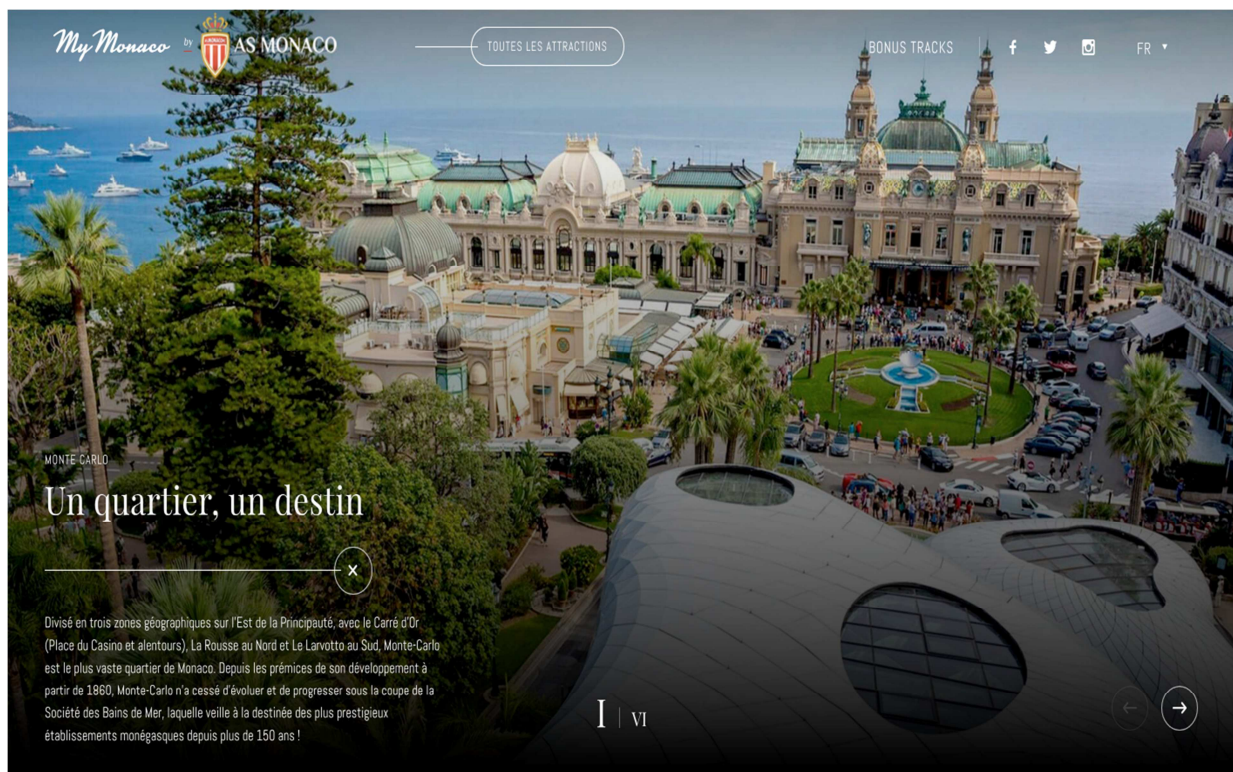


3. "MyMonaco," a Platform Entirely Devoted to Discovering the Principality

AS Monaco has launched "MyMonaco," an on-line platform devoted to finding out about the Principality in a functional, streamlined, stylised way, through all the places and events that make up the legend of Monaco.

>>> mymonaco.asmonaco.com

Screen shot of the presentation of a district of Monte-Carlo – MyMonaco



4. AS Monaco - A Key Player in Monegasque life

Throughout the season, marketing , media and PR campaigns, or campaigns that are simply targeted at the fans, place the club's main players – the footballers, technical staff and directors – centre stage on the Monegasque scene.

A photo of the team at the Opéra Garnier concert hall, a presentation of new players at the Fairmont Monte-Carlo or the Yacht Club of Monaco, a press conference by Leonardo Jardim at the Hôtel de Paris, an interview at the Villa Paloma, a meeting with Roger Federer for Falcao at the Monte-Carlo Tennis Rolex Masters... every chapter in the life of the club highlights a place or an event in the Principality.

The Club and the Prince's Government have already begun collaborating on the co-production of a weekly TV programme and on activities with the

following associations: Fight Aids Monaco, AMADE Monaco and the Monegasque Red Cross.

August 2016: during their presentation at the Fairmont Monte-Carlo, the new recruits pose for a photo in the company of the Vice-President and Director General, Vadim Vasilyev



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5. An Agreement between AS Monaco Football Club and the Prince's Government

The new communications strategy of the Prince's Government is being implemented by the Communication Department. One of the main measures of this strategy consists of allocating funding for communications in a different way; previously, this funding was targeted at the institutional campaign, which has now achieved its objectives.

Therefore, part of the funding initially planned for the institutional communications campaign has now been allocated to the partnership with this professional football Club for the 2016-2017 sporting season, with the aim of:

- ✓ supporting the Club's sports project;
- ✓ enabling the team to convey the "Monaco" message;
- ✓ helping to raise awareness of the Principality through the image of the Club;
- ✓ supporting the Club in its relationship with competing clubs, as well as national and international governing bodies.

An agreement has been drawn up to define the terms of this partnership.

In material terms, it consists of advising and supporting the club in order to:

- ✓ create and/or develop communication tools that will make it possible to strengthen links with the community of fans, in particular by:
 - designing communications campaigns
 - bilateral communications activities
 - co-producing a weekly TV programme
 - helping to organise public relations events
- ✓ having a presence / spokesperson at meetings for the purposes of external relations, to welcome directors of opposing teams, representatives of sports bodies and various dignitaries

This partnership consists of a financial contribution to all of the Club's communications and public relations activities.