

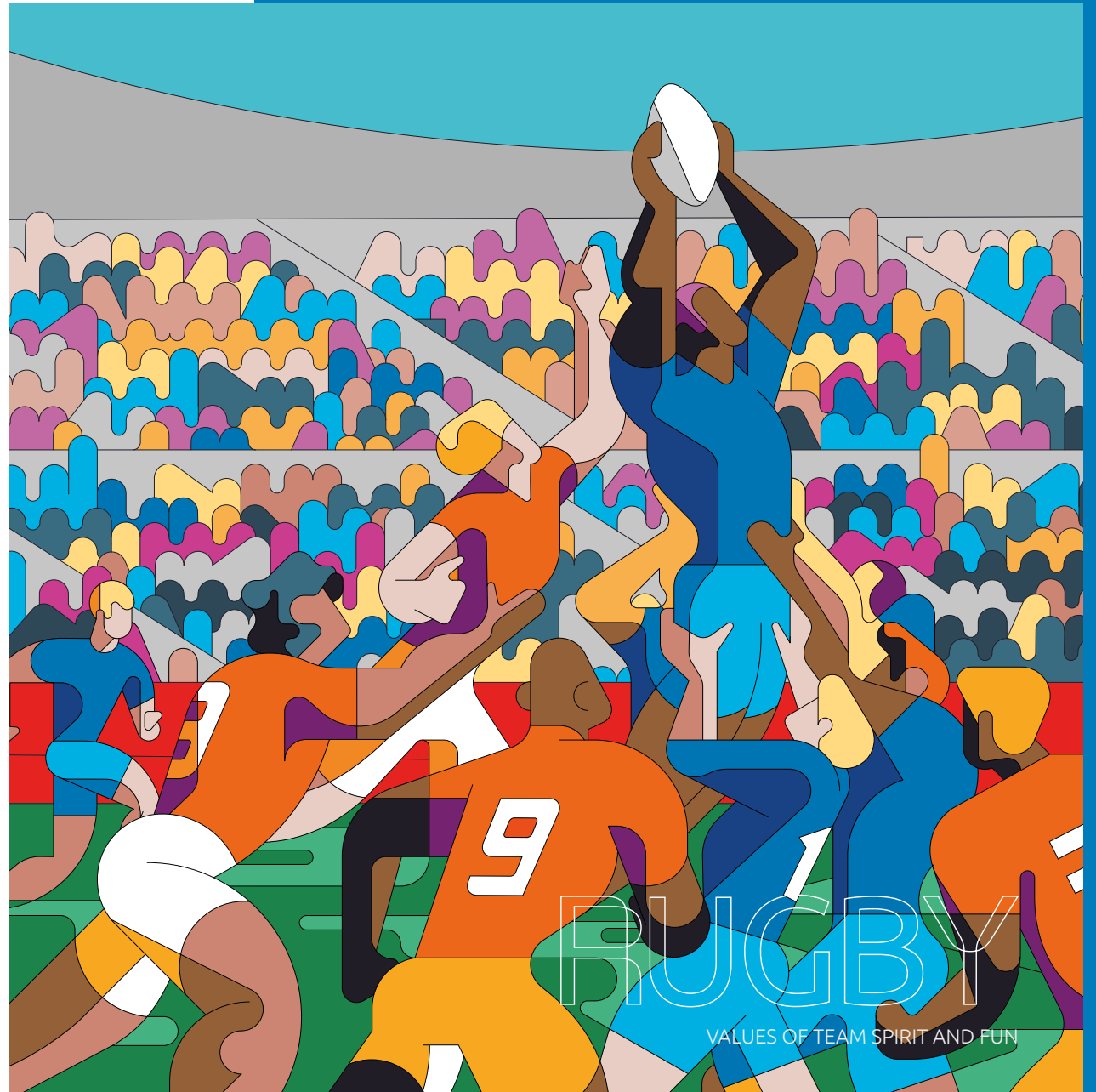


TRANSFORMING SPORTS

A YEAR OF SPONSORSHIP

Great sporting events have the power to transform our daily lives. Capgemini is driven by the belief that transformation should benefit all of humanity for the long term. We use the values of sport to enhance our ability to work as one, to inspire each other, and to constantly innovate. We are proud to support prestigious global sporting events that celebrate our values of team spirit and fun. We invest in sports sponsorships because we know it can make a difference. Sport provides a platform to demonstrate our expertise to use the power of transformative technology and innovation to achieve true impact and value. We want to help sports communities get more value as fans and athletes demand and deserve a better world.

Digital technology is transforming the fan experience thanks to data-driven live analysis. Reinventing the fan experience, shaping game strategy, making sports more diverse and inclusive... Capgemini sponsors sports to demonstrate our expertise in using transformative technology and innovation to make sports more inspiring and entertaining for all.





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The Rugby World Cup in France, one of the most exciting sports competitions of 2023, ran over two months in 10 host cities with 20 teams competing in 48 matches. As World Rugby's digital transformation partner, Capgemini contributed to the smooth delivery of the tournament, supporting the organization in integrating all its technology with its partners and suppliers. This 200-year-old sport has always influenced our culture and infused our values. Our founder, Serge Kampf, saw in rugby the core values required for business success, including team spirit, boldness, honesty, and trust. And rugby's principles of leadership, competitiveness and innovation also form the foundations of our Group and underpin Capgemini's global success. Those values remain inherent to our business, and are critical to our achievement and successful leadership. And as women's rugby continues to grow rapidly, Capgemini is partnering with World Rugby to help meet the need for strong leadership with the Women in Rugby Leadership Program, which aims to create a pipeline of female leaders and provides funding to help with their professional development. This year's participants also benefited from upskilling through Capgemini's internal university, where they experienced our personalized coaching sessions and accessed leadership masterclasses.



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Capgemini played a central role in the [RUGBY WORLD CUP FRANCE 2023](#), providing expert knowledge to harness technology and to drive positive change within the game. Capgemini data scientists provided new in-game insights and data for the Rugby World Cup 2023 global broadcast feed. We integrated complex systems across 60 sites, all requiring bespoke planning, coordination, testing, and step-by-step implementation. This allowed the 10,000 organizational staff, 6,000 volunteers, and dozens of global broadcasters and media to deliver their outputs and ensure the seamless delivery of the tournament both on the ground in France, and to the millions of fans around the world.



The Rugby World Cup tournament united fans from all over the world, with [JONNY WILKINSON](#) as our ambassador to the sport.

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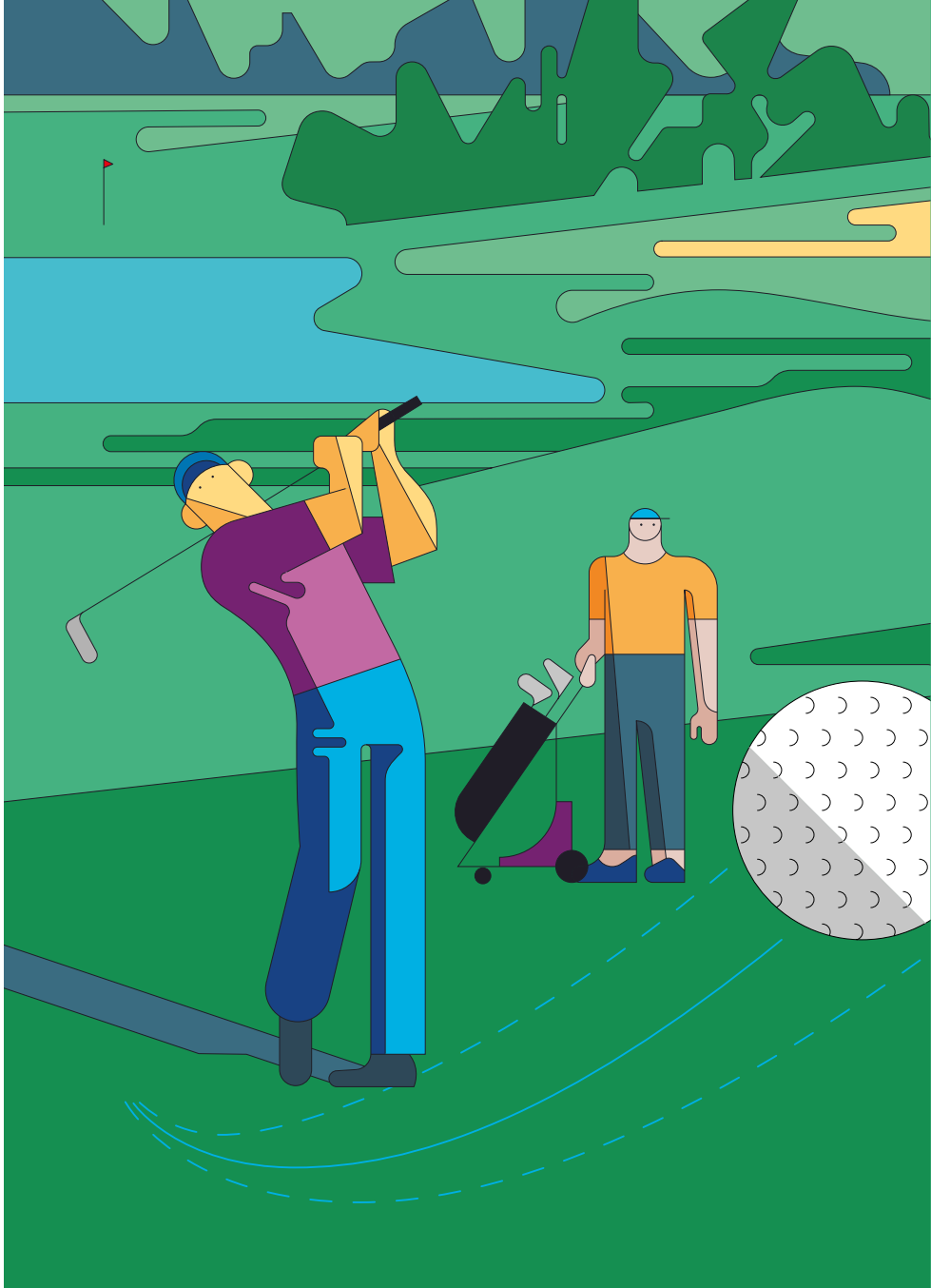


[CAPGEMINI'S GLOBAL HEADQUARTERS IN PARIS](#) took on the colors of the Rugby World Cup.



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As a global partner of the Women in Rugby program (created by World Rugby), we support the [WOMEN IN RUGBY LEADERSHIP PROGRAM](#) that identifies and develops the current and next generation of female leaders in the world of rugby, enabling inspirational role models to fulfil their potential and create further parity across the game.



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In golf every shot matters. The 44th Ryder Cup golfing tournament attracted a record-breaking quarter of a million of fans from 100 countries coming to Rome to watch Europe's upset victory over the US. Millions more followed the competition on TV and social media. Capgemini's AI-based Outcome IQ tool made it possible to share insightful in-game analysis with fans, including live and historical outcome probabilities based on 40 years of historic data. The "green to screen" collection of key data points was a fully automated AI operation.



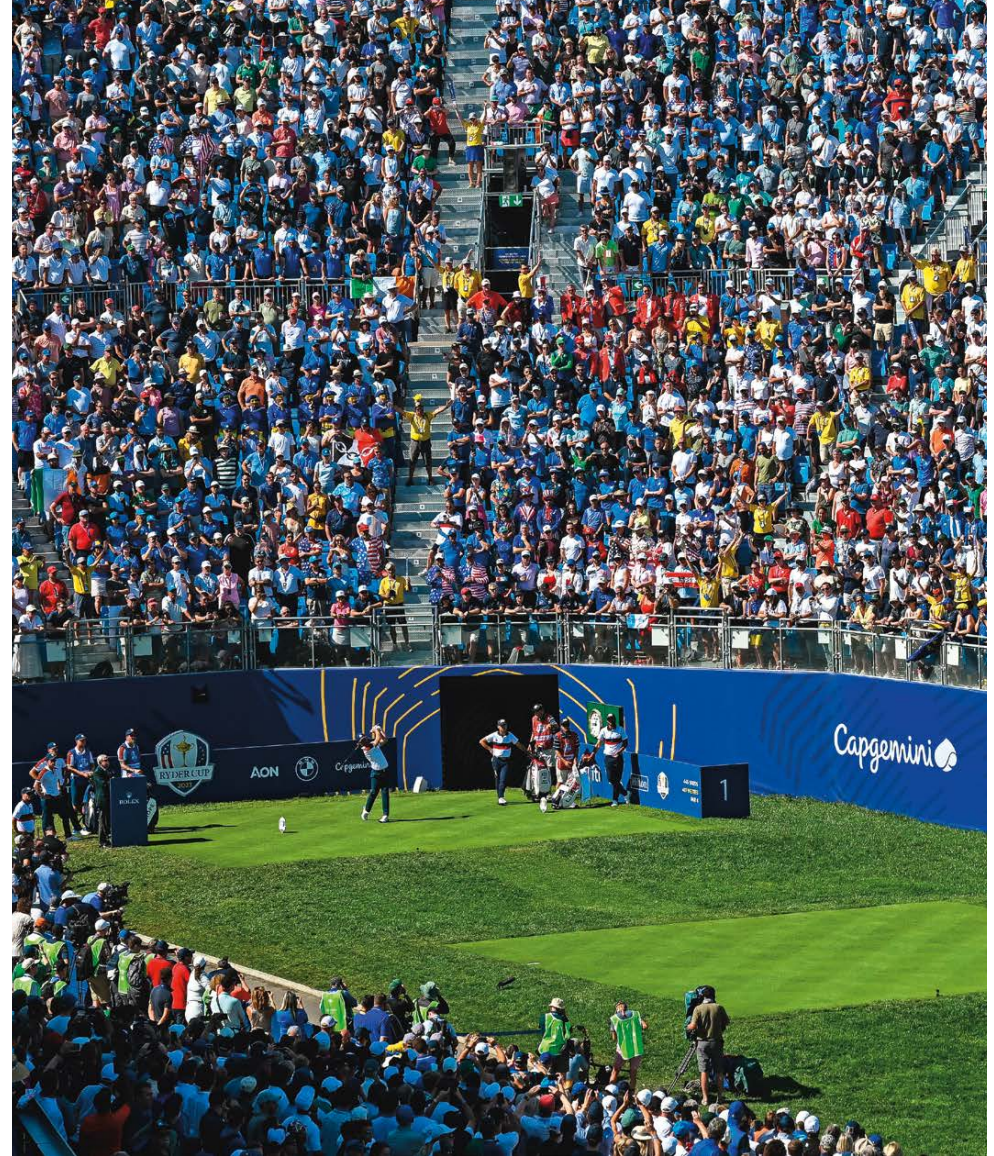
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GOLF

SHARING IN-GAME ANALYSIS WITH FANS



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THE "PERFECT APPROACH": a singular vision for harnessing data. A golf-focused application that meticulously analyzes the data from the event, offering insights into the potential of every shot and the outlook of each match. It's not just about the numbers; it's about elevating the game experience.



Motorsports is one of the world's most innovative disciplines. It navigates complex technologies, changing regulations and environmental challenges. It is also encapsulating a constant quest for progress and performance. That is why we are supporting Peugeot Sport by leveraging our expertise in data and artificial intelligence to improve performance of the PEUGEOT 9x8 Hybrid Hypercar. Our involvement consists of consolidating the data from the car's sensors in order to develop virtual sensors and provide analysis that improves the car's performance. Endurance racing has always been a research laboratory for car manufactures. Our collaboration with Peugeot Sport allows for more precise energy management, both during the acceleration and the regeneration phases, which is one of the key elements in the performance and reliability of the PEUGEOT 9x8 as seen during the iconic 24 Heures du Mans race which was celebrated by 325,000 fans during the 100th anniversary in 2023. By accelerating the development of the Hypercar, our technology and innovation efforts are also helping to shape a more sustainable mobility for tomorrow.



MOTOR-SPORTS

IMPROVING THE PERFORMANCE OF A HYBRID CAR



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PEUGEOT 9X8 HYBRID The 9X8 project consists of consolidating the data from the car sensors in order to extract either virtual sensors from it, or analysis that allows the performance of the car to be improved. The PEUGEOT 9X8 Hybrid Hypercar participated in the World Endurance Championship in 2023 (Le Mans).

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