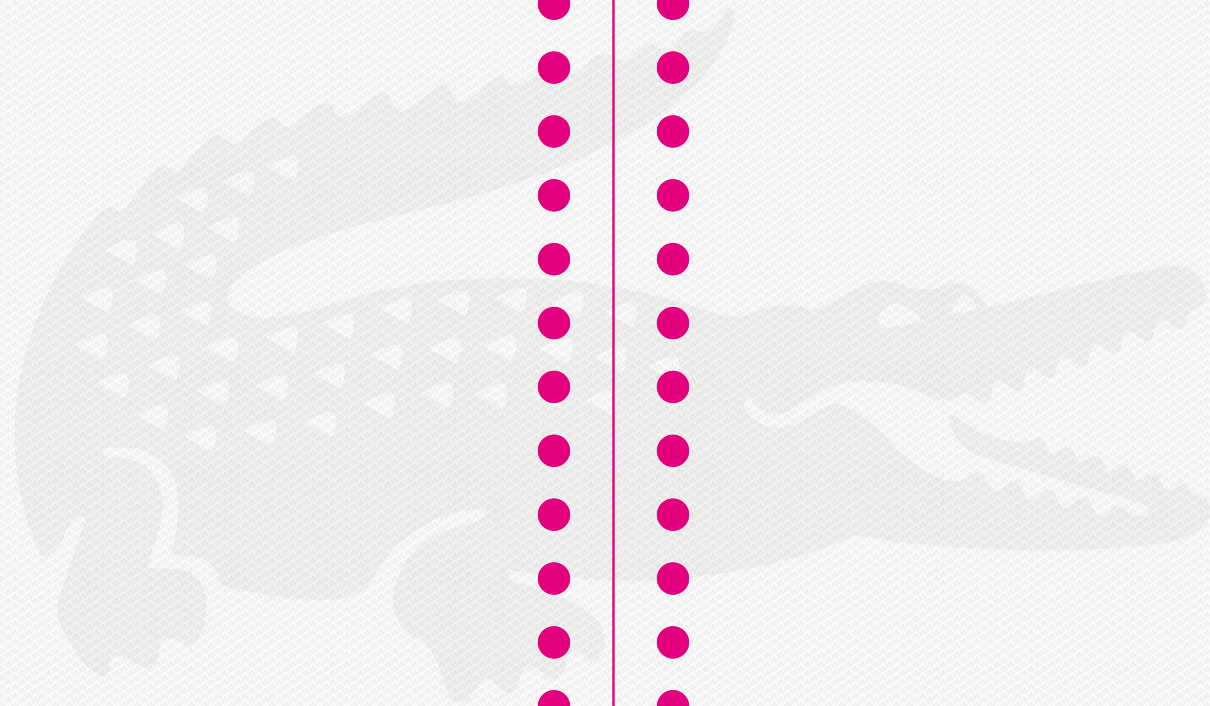


The background of the page is white with a subtle texture. On the left, there is a vertical line of magenta dots. In the upper left, two white golf balls are shown in perspective. To their right, three yellow-green tennis balls are arranged in a descending arc. The lower half of the page is decorated with a pattern of colorful, semi-transparent oval shapes in shades of orange, yellow, and green, creating a sense of motion or a trail.

2014 | SPONSORSHIP
BOOK

“Confidence, tenacity, perseverance and rigour:
these are the tools I believe necessary to find one’s way in life.”

René Lacoste



2014... talk about a busy year!

The Crocodile just turned 80 last year. After a well-deserved time of celebration of this milestone anniversary, an exciting and massive challenge lies ahead: imagine the future and keep developing the brand. In other words, stir together all the timeless elements of the brand - authenticity, audacity, joie de vivre and elegance - and add a new twist that will make the magic happen. LACOSTE is to tackle this head on, with the launching of its new campaign: LIFE IS A BEAUTIFUL SPORT.

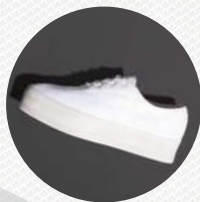
With the 2014 Olympics in Sochi, the brand seized an opportunity to take its historical commitment to sports a step further, which resulted in a new partnership with the French National Olympic and Sports Committee (CNOSF). From February 7th to February 23rd 2014, Lacoste will be, for the first time in history, the official equipment and apparel partner of the French National team. Fingers crossed for the athletes!

This new partnership shall not undermine the brand's relationship with its key partners in sports, which will remain the core elements of its sponsoring department. Tennis Grand Slams, Alstom Open de France or Lacoste Ladies Open de France... LACOSTE aims at building upon the iconic sports meetings it's been pairing with for decades. Whether it would be in Roland Garros, whose courts René Lacoste planted his roots in, or in Chantaco, the very symbol of everything the Lacoste family stands for, the Crocodile intends to be seen for what it is: a true, legitimate and long-lasting partner. Regarding all players, except our ambassadors, the competitive environment leads us to concentrate our efforts on the young talents. Some are already part of the Lacoste Team, others, given their qualities, will soon be joining it.

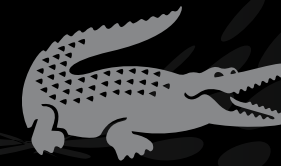
Dive into a visual compendium about our core activities and our major tennis and golf players. Please do not hesitate to contact our team for any kind of request.

Enjoy your reading!

Sports Marketing Department



HISTORY



| 06

STRATEGY

| 22

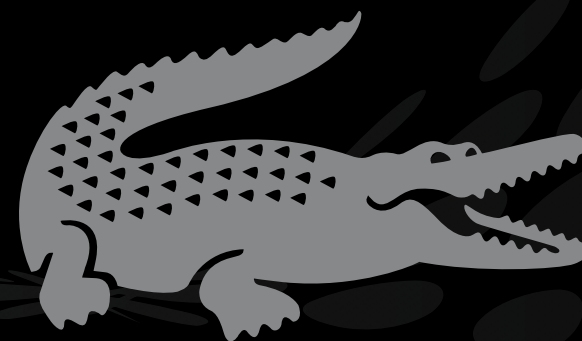
TENNIS

Lacoste Players	40
Lacoste Tournaments	64
Players' outfits	74
Activations	78
Calendar	82

GOLF

Lacoste Players	86
Lacoste Tournaments	100
Players' outfits	112
Activations	114
Calendar	118

HISTORY



Lacoste
A history rooted in success

TENNIS

Lacoste

A tennis legend...

TENNIS: IT'S LACOSTE'S DNA

This is how 80 years ago, the Crocodile brand came to the world: right on the tennis courts. By then, no one could guess that this crocodile badge would turn into a fashion icon whose fame would far exceed the tennis court boundaries. However powerful the brand has become, LACOSTE never drifted away from its roots and up to this day, its success relies on a legitimate truth - the qualities of accomplished sportsman René Lacoste.

A CROCODILE IS ON THE LOOSE

The bet was simple. In 1923, captain of the French Davis Cup Team Pierre Gillou promised tennis champion René Lacoste an alligator suitcase if he was to win an important match for the team. The legend was born, with a little help from the Boston Post that reported this episode in an article referring to the French player as "the Alligator". The American public grew fond of this nickname, for it highlighted the tenacity the player displayed on tennis courts, never giving up on his prey. Drawn by his friend Robert George, a crocodile was embroidered on his tennis blazer and, from one court to another, started to spread the legend...

THE LIFE OF AN ACCOMPLISHED SPORTSMAN

Dressed in his immaculate suit, René Lacoste won the Davis Cup for the first time in 1927, as a member of the legendary team commonly referred to as the "Musketeers". Along with his teammates Jean Borotra, Jacques Brugnon and Henri Cochet, he renewed the exploit five years running until 1932. During this period, the tennis champion also won the French Open three times, and both Wimbledon and the US Open twice in singles!

CREATIVITY IS AN ART DE VIVRE

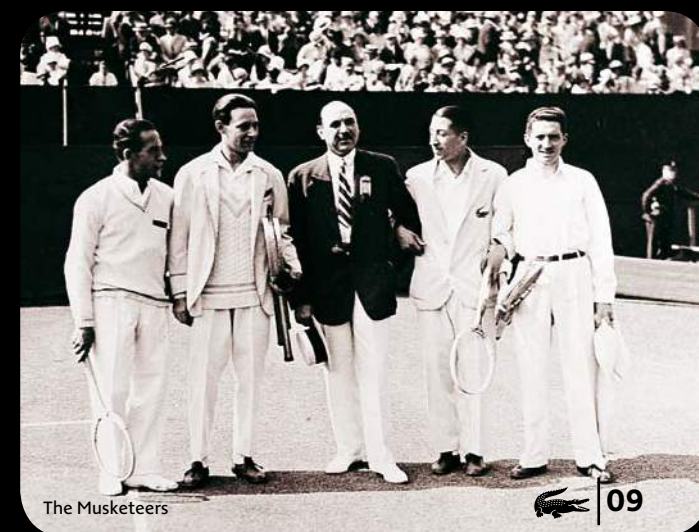
In spite of his many sports achievements, René Lacoste had just started embracing his fabulous destiny. As he retired from competition in 1930 to dedicate himself to his family and business career, his passion for tennis remained intact and proved to be a powerful inspiration. The Crocodile developed in every direction, popping up where no one expected him. The first-born invention was the "L.12.12" polo shirt. Made out of an airy fabric, this soft and conformable shirt freed tennis players' movements, thus increasing their on-court performances. A decisive breakthrough that helped establish and maintain the brand's



R. Lacoste.



René Lacoste



The Musketeers

TENNIS

notoriety around the world! But René Lacoste was not quite done with revolutions yet. The L.12.12 was followed by a never-ending series of inventions: grip bandages for racket handles, training machines that throw balls with calibrated force, anti-vibration disk for racket strings, first metal racket with a round head and double shaft... When this tireless genius passed away in 1996, he was still working on a new type of ball.

A POWERFUL INSPIRATION FOR THE NEXT GENERATIONS

Long after he retired and passed, René Lacoste remained inspirational to numerous tennis players. In the wake of the original “crocodile”, quite a few names have shaped tennis history under the same emblem. In the mid-sixties, Rod Laver, whose record shows over sixty-five tournaments titles, claimed four Grand Slam victories. Arthur Ashe took over and became the first African-American tennis player to win a Grand Slam tournament. He triumphed in no less than five tournaments and beat Björn Borg, Tom Okker and Jimmy Connors in 1975.

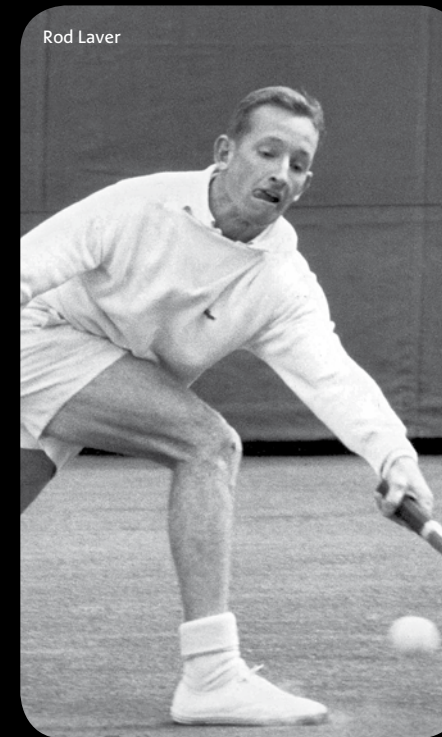
The crocodile later stood out on courts through Arnaud Boetsch, Guy Forget (holder of three Davis Cup victories) and Andy Roddick (ranked N°1 worldwide in 2003 and famous for its fast service reaching up to 249,4 km/h).

More recently, Samantha Stosur’s victory at the 2011 US Open and the entrance of Richard Gasquet in the top 10 confirmed the privileged links between the game’s biggest champions and the crocodile brand. Last year, Benoît Paire, Jérémy Chardy and Elena Vesnina made it to the top 30, while Richard Gasquet triumphed in 3 ATP tournaments and reached the US Open semi-finals, thus securing his participation in the Barclays ATP World Tour Finals. Let’s face it: within 80 years, the crocodile hasn’t aged a bit! The legend lives on.

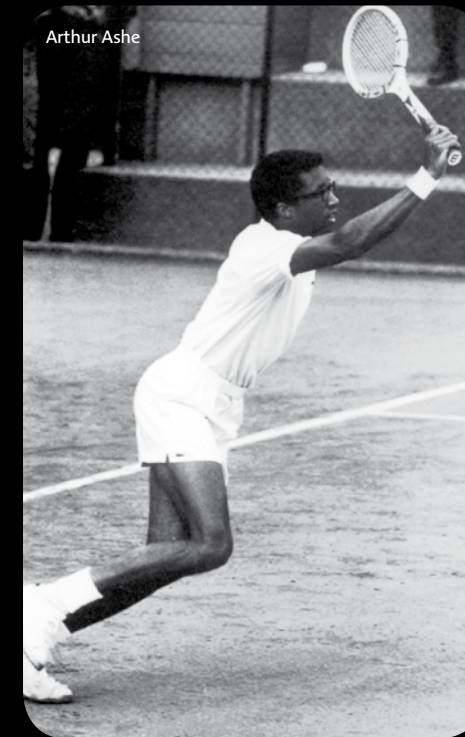
René Lacoste



Rod Laver



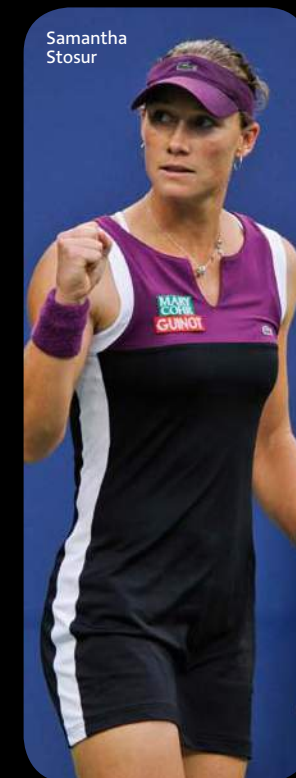
Arthur Ashe



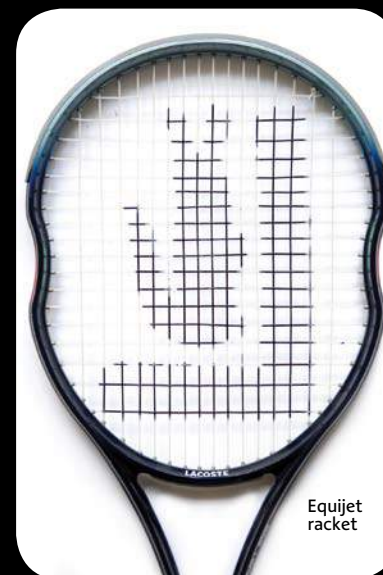
Guy Forget



Samantha Stosur



Benoît Paire



Equijet racket

... and a strong relationship with golf

THE CROCODILE: AT HOME ON TENNIS COURTS AS ON FAIRWAYS

No wonder the Crocodile turns out to be as iconic in golf courses as it is on tennis courts: while René Lacoste was making his way to the top tennis level, his wife Simone Thion de la Chaume would equal his performances as one of the very first female golf champions. These two outstanding personalities met in Saint-Cloud, just outside of Paris, during the French open in the mid-1920's. Starting with the British Girls Amateur Golf Championship in 1924, Mrs Lacoste's hit list shows a series of victories in the most prestigious tournaments. She's revered across the English Channel for being the first foreigner to win the British Ladies Amateur Golf Championship (1927). The 30's appear to be an anthology of her accomplishments: the lady won the French Open four times (1930, 1935, 1938 and 1939) and the French National Championship three times (1936, 1937 and 1939).

CHANTACO OR THE ULTIMATE GOLF COMPLEX

When this remarkable woman wasn't swinging a club, she would dedicate herself to developing a top of the range golf complex that goes by the

mythical name of Chantaco, near Saint-Jean-de-Luz in the Basque Country. Her passion led her to turning a piece of land owned by her father into a true golfer's paradise. This outstanding venue epitomizes the Lacoste family values: perseverance, reliability, discretion and quality. The place gradually became a hotspot that drew a fair number of high-ranking guests such as the Prince of Wales, Charlie Chaplin or the Prince of Bourbon. Chantaco is also considered a blessed breeding ground. In fact, a few champions such as Jean Garaïalde, Jean-Pierre Harismendy, Bernard Pascassio, etc. were trained and made on this very course.

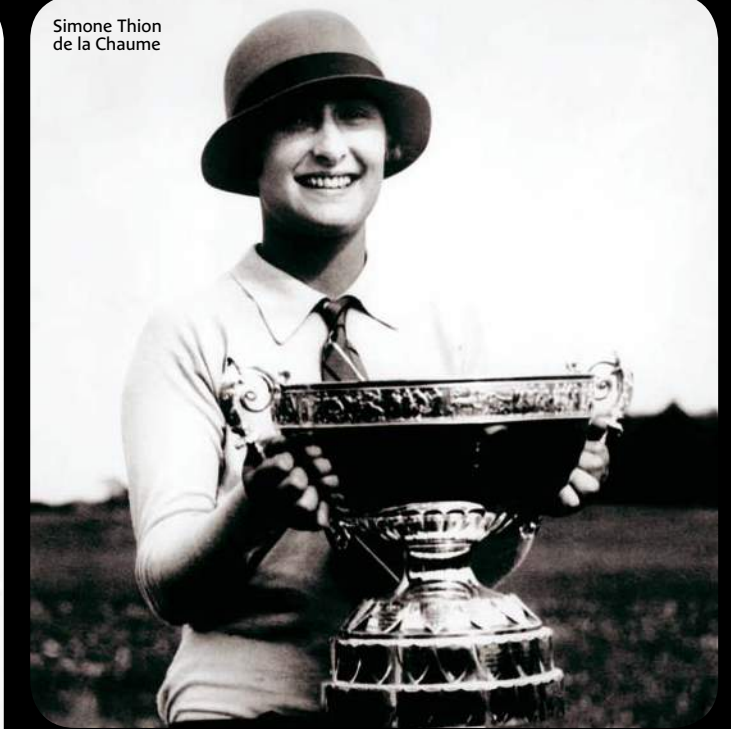
PASSING ON THE PASSION AND TRADITION

Set by Simone Thion de la Chaume in the first place, this tradition of excellence lives on through her daughter Catherine Lacoste's exploits. She was only 19 when she won the Golf World Team Championship. That was three years before she triumphed in the US Open. And she kept going: she won both the Lady British Amateur and the US Ladies Amateur in 1969. She's famous for being the only amateur to date who successfully claimed

Simone Thion de la Chaume



Simone Thion de la Chaume



Catherine Lacoste



the US Open title. Besides scoring four wins in the French championship (1967, 1969, 1970 and 1972), she was the French Senior Women's team captain and won the European Championship five times. The LACOSTE brand kept shining on the fairways thanks to victories of those bearing its name, along with other prestigious ambassadors outside the family circle. Being one of them, Spanish player Severiano Ballesteros got the best point percentage in the Ryder Cup (20 points in 37 matches against the United States). His countryman Olazabal, the winner of the 1999 Augusta Masters, helped increase golf popularity in Spain. As for Lorena Ochoa - N°1 worldwide from 2006 to 2010, and presently retired - she also strongly contributed to promote the brand worldwide.

CELEBRATING THE NEXT GENERATION OF CHAMPIONS

Lately, "2011 player of the year" Yani Tseng took over: with 12 LPGA tournament wins, she prevails on the female circuit. Another standout performer on the circuit is Cristie Kerr. Currently ranked N°12, she has been part of the world's top 10 for over 400 weeks. LACOSTE also relies on Azahara Muñoz, who's considered a promising asset for the brand's team. Her sensational victory in the 2013 LACOSTE Ladies Open de France is definitely a good omen...

Severiano Ballesteros



Thomas Levet



Jean Van de Velde



Azahara Muñoz



Catherine Lacoste



Lacoste in a few dates



1933

Industrial production of Lacoste's first shirts, particularly the fine, white cotton piqué shirt with code name "L1212".



1960

René Lacoste files a patent for an anti-vibration disk for racket strings.



1963

René Lacoste invents the metal tennis racket. He conceives the first Lacoste tennis shoe.



1924

Prelude to the epic French women's golf, Simone Thion de la Chaume won the British Girls and in 1927 the British Ladies. From 1924 to 2010, nine other French girls will win the British Girls, A-M. Pali, M-L. Lorenzi, S. Lapaire, A. Vincent, A. Thevenin Lemoine, M. Monnet, C. Laurens, P. Delacour and A. Bonetti.



1964

At age 19, Catherine Lacoste, daughter of René Lacoste and Simone Thion de la Chaume becomes the World Golf Champion with her team and is the first to tie for top individual ranking.



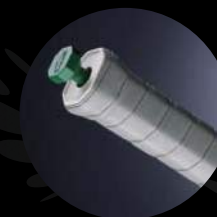
1967

Victory of Catherine Lacoste at the US Open.



1969

Jean Garaialde winner of the Open de France. The exception Garaialde or 40 years of free reign on the French golf. 8 european victories, 11 league titles of France in professional and French N° 1 until 1985.



1974

René Lacoste patents the "dumper" which absorbs vibrations on steel Lacoste rackets while improving precision and increasing energy restoration.



1982

René Lacoste invents the molded polyurethane driver head.



1983

Victory of Severiano Ballesteros at the Augusta Masters.

Lacoste in a few dates



1991

On December 1st, 59 years after the last Musketeers victory, the French Team, including Guy Forget and Henri Leconte, won the Davis Cup in Lyon against the United States, with a crocodile on their chests!



1996

Victory of the French Team in the Davis Cup, in Sweden.



1997

Success of the French Tennis Team with Lacoste players Sandrine Testud, Alexandra Fusai and Nathalie Tauziat who become world champions by winning the Fed Cup in Holland, the women's equivalent of the Davis Cup, for the first time.



1998

Nathalie Tauziat is in the Wimbledon finals: no French woman realized this feat since Suzanne Lenglen in 1925.



2001

The French Tennis Team, including Fabrice Santoro and Arnaud Clément, won the 9th Davis Cup in the team's history, in Australia.



1997

Patricia Meunier-Lebouc wins the Irish Open.



1999

Victory of José-Maria Olazabal at the Augusta Masters.



2003

Patricia Meunier-Lebouc wins the Kraft Nabisco Championship in California. She becomes the first French woman to win a major tournament since Catherine Lacoste's victory at the US Open in 1967.



2004-2005

A double historic moment in golf of Lacoste champions: Jean-François Remesy signs a double at the Open de France in 2004 and 2005, while Jean Van de Velde takes second place. In October, Colin Montgomerie* is ranked the N° 1 golfer in Europe.

* Not currently playing under the brand's name.

Lacoste in a few dates



2009

Andy Roddick reaches the Australian Open semi-final and the Wimbledon final.

Dominika Cibulkova and Sam Stosur in the semi-final at Roland Garros.



2010

Sam Stosur*, finalist at Roland Garros and quarter finalist at the US Open, breaks into the Top 5.

Nicolas Mahut enters the Hall of Fame after his historic match (11hrs, 5min) against John Isner at Wimbledon.



2011

Sam Stosur* wins her first Grand Slam tournament, the US Open.

Launch of the Andy Roddick collection.



2012

Richard Gasquet* enters the top 10 at the end of the season.



2013

Richard Gasquet* wins 3 ATP tournaments and enters the Semi-Finals of the US Open. He qualifies for the Barclays ATP World Tour Finals.

2014



2014

The Winter Olympics in Sochi.



2007

Lorena Ochoa, ranked N°1 worldwide, wins the British Open.

Cristie Kerr, ranked N°4 worldwide, wins the US Open.



2008

Gwladys Nocera N°1 in Europe. 10 victories on the LET and three selections in Solheim Cup including one in 2005 with Ludivine Kreutz.



2009

Martin Kaymer* wins the Open de France.

Cristie Kerr wins the Michelob Ultra Open (LPGA).

Lorena Ochoa wins 3 LPGA tournaments.



2010

Miguel-Angel Jimenez wins the Open de France.

Cristie Kerr wins the LPGA Classic Wegmans and the Omega European Masters.

Yani Tseng wins the Australian Open, the Kraft Nabisco Championship and the British Open.



2011

Thomas Levet wins the Alstom Open de France.

Yani Tseng wins 12 tournaments of which 7 are on the LPGA circuit including 2 majors. She is Player of the Year and N°1 worldwide.



2012

The womens' Open de France becomes the Lacoste Ladies Open de France.



2013

Azahara Muñoz wins the Lacoste Ladies Open de France.

* Not currently playing under the brand's name.