



Press Release
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VICAT ANNOUNCES PARTNERSHIP WITH BOXER RIMA AYADI

Following its support for judoka Aurélien Diesse and para-swimmer David Smétanine at the Olympic Games this summer, the Vicat Group is proud to announce its partnership with French boxer Rima Ayadi. Through this new step, the Group confirms its commitment to the transmission and promotion of sporting and collective values.

An athlete of unwavering determination

A native of Paris, Rima Ayadi has established herself as one of the rising stars of French boxing. A former waitress and Uber driver, her determination and exemplary strength enabled her to turn professional in 2019 and win several national and international titles in the process. In addition to her sporting achievements, Rima is also a source of inspiration for young people, notably through her actions in favor of education and social integration. In 2021, she founded the Premier Round association, which aims to promote boxing among young people in local neighborhoods, as well as among women.

Rima Ayadi and Vicat: united by values of excellence

This partnership between the French boxer and the Vicat Group is part of a shared vision: to build a sustainable future based on perseverance, passion and commitment. It also underlines Vicat's commitment to supporting promising talent and initiatives that have a positive impact, while ensuring that the Group's values of excellence are upheld.

“I'm proud to be able to count on the Vicat Group's support in my sporting career, an additional motivation to aim ever higher. We share strong values that accompany me every day in the ring and in life.” **Rima Ayadi**

“We are delighted to support Rima Ayadi in her journey as an athlete. This partnership embodies the values we hold dear, and her energy and dedication perfectly reflect the principles that have guided the Group for over two centuries.”

Guy Sidos Chairman and CEO, Vicat Group

About the Vicat Group

For 170 years, Vicat has been a leading player in the mineral and biosourced building materials industry. Vicat is a group listed on the Euronext Paris market, part of the SBF 120 Index, and is under the majority control of the founding family. Committed to a trajectory that will make it carbon-neutral across its value chain by 2050, the Vicat Group now operates three core lines of business: Cement, Ready-Mixed Concrete and Aggregates, as well as related activities. The Vicat Group is present in 12 countries spanning both developed and emerging markets. It has close to 10,000 employees and generated consolidated sales of €3,937 million in 2023. With its strong regional positions, Vicat is developing a circular economy model beneficial for all and consistently innovating to reduce the construction industry's environmental impact.

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