



BRIDGESTONE SPEEDS IN TO BECOME EUROSPORT'S OLYMPIC WINTER GAMES PRESENTING PARTNER

Wide reaching deal gives world's largest tire and rubber manufacturer exposure across all Eurosport platforms – TV, digital, social – in major markets across Europe

Eurosport provides “one stop shop” for Bridgestone to engage fans in its Olympic Winter Games PyeongChang 2018 brand campaign, ‘Chase Your Dream, No Matter What’

LONDON, 26 October 2017 – Eurosport and Bridgestone today announce a major Olympic Winter Games partnership celebrating Bridgestone's Worldwide Olympic Partner status and amplifying its 'Chase Your Dream, No Matter What' campaign across Europe*.

As a Eurosport presenting partner for PyeongChang 2018, Bridgestone gains a prominent position across all Eurosport platforms and screens from TV and on-demand, to social media and digital services – giving Bridgestone maximum exposure to millions of Olympic fans across 50 European markets.

In previous Olympic Games, brands had to sign individual deals with multiple broadcast partners to reach Olympic fans in markets across Europe. Leading up to and during PyeongChang 2018, Eurosport will give Bridgestone a deeply immersive, engaging and extensive opportunity to promote its brand amongst Olympic fans across Europe.

“Eurosport is bringing innovation to Olympic Games storytelling. Every moment from this spectacular global event will be covered by Eurosport, Eurosport Player and Eurosport.com taking fans closer than ever to all the action,” said Jonathan Davies, Managing Director, Advertiser Partnerships, Discovery Networks International and Eurosport. “We're proud of the innovative ways that we've worked with Bridgestone to fully integrate its brand into one of the biggest global sporting events in 2018, to engage with our passionate fans and deepen Bridgestone's special connection with the Olympic Games.”

“As an official worldwide Olympic Games partner, we are incredibly passionate about the upcoming Olympic Winter Games which celebrate the incredible spirit, endeavor and achievement of humankind, said Thierry Jupsin, Director Brands Marketing at Bridgestone. “The sponsorship partnership with Eurosport is a great fit for our brand and will elevate our association with the Olympic Movement and Europe's highly engaged communities.”

Bridgestone's brand campaign, 'Chase Your Dream, No Matter What' celebrates its team of ambassadors and their extraordinary struggles to fulfil their sporting dreams and achieve Olympic success. The campaign launches this month and sees TV spots air on Eurosport and Bridgestone branded promos appearing around the 'The Hall of Fame' programme, promotions for PyeongChang 2018 and around live Games coverage on Eurosport and on Eurosport Player. Bridgestone is sponsoring the 'Home of the Olympics' section and the PyeongChang news and results pages on the Eurosport website and mobile apps, and on social media Bridgestone will sponsor daily results posts by Eurosport. As part of the integrated winter sports campaign, Bridgestone is also the sponsor of Eurosport's coverage of the Alpine Skiing World Cup and the Ski Jumping World Cup. In France, where Eurosport

*Bridgestone's sponsorship of Eurosport's PyeongChang 2018 coverage and promotions is pan-European excluding Russia, France and Norway. A bespoke TV spot campaign will run in France where Eurosport is Home of the Olympics for 2022 and 2024. Eurosport is an Official Broadcaster in the UK for 2018 and 2020.



becomes the official Olympic Games broadcaster for Beijing 2022 and Paris 2024, a bespoke TV advertising campaign has been created for Bridgestone highlighting its connection with the Olympics Games.

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About Eurosport

Eurosport is the number one sport destination in Europe, fueling the passion of fans and connecting them with the greatest sports events in the world. As the new Home of the Olympic Games in Europe, Eurosport will deliver the ultimate Games experience to more people, on more screens, than ever before - bringing fans closer to their local heroes through year-long storytelling. Firmly established as the Home of Cycling, Grand Slam Tennis and Winter Sport, Eurosport channels - Eurosport 1, Eurosport 2 and Eurosportnews - reach 236 million cumulative subscribers across 94 countries in Europe, Asia Pacific, Africa and the Middle East. Eurosport.com is Europe's No 1 online sports news website with an average of 14.5m unique users per month. In addition, Eurosport Player, the all-access on demand digital pass, is available anytime and on any device in 52 countries. Eurosport Events specializes in the management and promotion of international sporting events. More information is available by visiting www.corporate.eurosport.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and captivates superfans around the globe with a portfolio of premium nonfiction, lifestyle, sports and kids content brands including Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. Available in more than 220 countries and territories, Discovery's programming reaches 3 billion cumulative viewers, who together consume 54 billion hours of Discovery content each year. Discovery's offering extends beyond traditional TV to all screens, including TV Everywhere products such as the GO portfolio and Discovery Kids Play; over-the-top streaming services such as Eurosport Player; digital-first and social video from Group Nine Media; and virtual reality storytelling through Discovery VR. For more information, please visit www.discoverycommunications.com.

About Bridgestone Europe

Bridgestone Europe, with headquarters in Belgium, is a wholly owned subsidiary of Tokyo-based Bridgestone Corporation, the world's largest tyre and rubber company. Bridgestone Europe operates in more than 60 countries and has over 18,200 employees. Across the region it has 14 tyre and tyre related plants, a major R&D Centre and a proving ground. Bridgestone Europe's premium tyres are sold in Europe, Middle East, Africa and globally.

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