



## Press release

# KYOCERA Document Solutions becomes official supplier to France Judo and the French national teams

**Gif sur Yvette - March 04, 2023:** KYOCERA, a leading global provider of document solutions, today announced its partnership with the French Federation of Judo and Associated disciplines (France Judo). The partnership covers activities related to the Federation, the French Judo and Associated disciplines national Teams, the Paris Grand Slam, the 2023 European Championships in Montpellier and the French Championships.

To celebrate the start of its 2024 fiscal year, and with less than 500 days to go until the Paris Games, the Kyocera Group is pleased to announce that it has become an official supplier to one of France's largest sports federations. This partnership, which marks an important step in the history of the Japanese group's French subsidiary, was initiated by Infront, the official marketing agency of France Judo.

The 360° communication strategy (on site visibility during the competitions, online and offline visibility, hospitality, content creation) implemented by France Judo has proven to be particularly relevant in the framework of Kyocera's communication strategy whose objective is to increase the group's notoriety, to develop its brand image but also to underline its transformation into a supplier of complete solutions around the document. This visibility will benefit both end users of Kyocera products and the KYO Xpert partner channel.

*"Of course, we are very excited to be able to roll out our communication strategy and accelerate the development of the Kyocera brand awareness in the French market. But, beyond simple business considerations, the rapprochement with France Judo is also based on shared values. The values of the moral code of judo refer to the philosophy of Dr. Inamori, founder of the Kyocera Group, which is to contribute, through our common efforts, to the progress of society and humanity",* says Benjamin Claus, Marketing and Communication Director of KYOCERA Document Solutions France. *"Doing what is right as a human being, always remaining kind and sincere, acting with modesty, being combative and having courage in the face of challenges - these are the main common values that bind us together!",* does he add.

*"We are delighted to welcome an innovative company like Kyocera, also from the land of the rising sun, into the judo family. Just as the pursuit of performance is essential to progressing in judo and reaching the highest level, we are determined to bring Kyocera's experience and technological innovations to our clubs and decentralized territorial bodies over the coming months."* added Stéphane Nomis, President of France Judo.

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*"With the Paris 2024 Olympic and Paralympic Games on the horizon, an ultra-positive sporting dynamic among both men and women and a base of more than 500,000 license holders, France Judo is becoming a major strategic visibility and storytelling asset for Kyocera. Infront France is particularly proud to have brought together these two leading players who share many common values and a taste for excellence."* Added Jean-François Jeanne, Managing Director of Infront France.

With the World Championships just a few days away in Doha from 7 to 14 May, KYOCERA Document Solutions is proud to support the French team! Gambatte!



Benjamin Claus, Marketing et Communication Director from KYOCERA Document Solutions France, and Stéphane Nomis, President from France Judo (credit photo : © Pauce).



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### About FRANCE JUDO

The French Federation of Judo, Jujitsu, Kendo and Associated Disciplines (FFJDA) has 510,000 members in 5,200 affiliated clubs. It has won 60 Olympic medals, including 16 titles, and 164 world medals, including 55 titles. Judo is both a sport and a martial art, but also an intellectual, physical and moral educational method, based on the 8 values of its Moral Code: politeness, courage, sincerity, honor, modesty, respect, self-control and friendship.

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All France Judo news on: [www.ffjudo.com](http://www.ffjudo.com)

### About Infront

Infront, a Wanda Sports Group company, is a leading international sports marketing company managing a comprehensive portfolio of premium sports rights and events. Infront manages all aspects of major sporting events including media rights distribution, sponsorship, VIP hospitality, audiovisual production, digital solutions and operational management. Headquartered in Zug, Switzerland, Infront has an experienced team of more than 1,000 employees in 44 offices across 17 countries, delivering more than 4,000 days of major sporting events around the world each year.

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[www.infront.sport.com](http://www.infront.sport.com)

### About Kyocera Document Solutions Europe

Kyocera Document Solutions Europe is a group company of Kyocera Document Solutions Inc., a global leading provider of total document solutions based in Osaka, Japan. The company's portfolio includes reliable and eco-friendly MFPs and printers, as well as business applications and consultative services which enable customers to optimize and manage their document workflow, reaching new heights of efficiency. With professional expertise and a customer first culture, the objective of the company is to help organizations put knowledge to work to drive change.

### About Kyocera Document Solutions Inc.

Kyocera Document Solutions Inc. is a group company of Kyocera Corporation (Kyocera), a leading supplier of semiconductor packages, industrial and automotive components, semiconductor packages, electronic devices, smart energy systems, printers, copiers, and mobile phones. During the year ended March 31, 2022, the Kyocera Group's consolidated sales revenue totaled 1.8 trillion yen (approx. US\$15.1 billion). Kyocera is ranked #603 on Forbes magazine's 2021 "Global 2000" list of the world's largest publicly traded companies, and has been named by The Wall Street Journal among "The World's 100 Most Sustainably Managed Companies."

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