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Between passion and ambition: NAMEDSPORT> the Queen of the Grand Tours will be sponsoring the Tour de France until 2023



The right blend of strategy and passion, careful, goal-driven preparation, ambition and initiative to push yourself beyond your limits to achieve the most unexpected victories: that is the essence of sport, and that is the spirit with which NAMEDSPORT>, the Italian Sports Nutrition company, which has already been the Top Sponsor of the Giro d'Italia for three years and Official Sponsor of La Vuelta a España since 2017, has also conquered the Tour de France, the most prestigious goal it could ever hope to achieve. As of 2019, this 100% Italian brand will be the face of the most famous and closely-followed multiple-stage race in the world, the third biggest sporting event globally - in terms of number of spectators and television viewers - closely following the Summer Olympics and the football World Cup.

NAMEDSPORT> Superfood is the leading Italian brand in the pharmaceutical Sports Nutrition market, a young brand yet a decidedly dynamic and enterprising one which, in only four years, has developed a full and extensive range of supplements and foods for sports: effective and cutting-edge formulations that are the result of passionate research carried out in collaboration with a team of experts, made up of athletic trainers, sports doctors, scientific researchers, physiotherapists and nutritionists. What makes NAMEDSPORT> products so well-loved - aside from the excellent-quality raw materials used in their ingredients - is their natural character, which has its roots in the company's philosophy. Named is actually the acronym for Natural Medicine, and the company was born out of the union of a pure passion for sport and the long-established experience in the field of natural medicine boasted by Named, a brand which has been present on the Italian market since 1988 and which has always been deeply tied to the idea of "natural" wellbeing.

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"For us, it's a dream come true: La Grande Boucle is a global event, a stage that guarantees truly unique media exposure which is able to attract not just the best riders out there, due to the history and importance of the event, but also the sponsors. Competing in the Tour de France means showing off your brand to an unlimited audience: that is why the cycling teams arrange themselves into the best formations possible - very often under pressure from the companies who are funding them; that is why there is a constant bidding war when it comes to

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renegotiating the commercial partnership and sponsorship contracts,” explains Mr. Andrea Rosso, CEO and Co-Founder of NAMEDSPORT>.” That is why today, we are even more proud to announce that for the next five years, until 2023, we will be the Official Partner of the Team Classification, which also involves the branded NAMEDSPORT> number on the jerseys of the top Team in the ranking and an impactful presence along the entire length of the race.” But that’s not all. Besides having been awarded, for the first time in history, all three of the Grand Tours, NAMEDSPORT> will also be the Partner of the Great Classics of the North: the Liège–Bastogne–Liège, La Flèche Wallonne, the extremely tough Paris–Roubaix, the historic Paris–Nice and the Critérium du Dauphiné. “Let us not forget, either, that since 2017 we have also been an Official Sponsor of the Volta a Catalunya, Tour de Yorkshire and Vuelta a San Juan, as well as - since 2016 - the Title and Presenting Sponsor of the Great Italian Classics: all singular occasions to spread and enhance the prestige of our brand which, in a short space of time, has shown an incredible desire to achieve important goals and overcome every challenge.”

For 21 unforgettable days, the undisputed star of the Tour de France will be the Hero Product HydraFit>, the hydrosaline supplement which includes Magnesium, Potassium, Maltodextrin and 9 Vitamins, which will be offered to refresh and rehydrate the crowd of die-hard fans at the Hospitality Area and Commercial Villages at the start and finish lines, where there will be exciting entertainment and sampling activities organised to allow the audience present to experience for themselves the quality and energy of NAMEDSPORT> supplements. Along the route of the spectacular publicity caravan, which will see 200 advertising vehicles parade past just a few hours before the cyclists pass through, for a total of around 5 kilometres of sounds and colours, tens of millions of spectators will see the impressive fleet of NAMEDSPORT> publicity vehicles whizz past, including a powerful Lamborghini packed with product samples and merchandise.

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“The key to our success is our strong determination which, along with our constant search for excellence, has led NAMEDSPORT> to establish itself on the global cycling scene and in the field of sports nutrition, expanding internationally to over 22 countries and cementing its position as a Market Leader in Italy in the network of Pharmacies both in terms of turnover and in terms of units sold; achieving these notable results, just four years after the launch of the line of sports supplements, is a great source of pride for us, the result of dedicated work towards the constant search for ever higher quality and a winning communication strategy.”

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The synergy between the sponsoring activities, the opportunity to generate high emotional impact operations and an intense and targeted advertising plan have contributed decisively to the effective promotion of the product, growing its reputation and distribution field beyond national borders.

Andrea Rosso concludes: "We have always chosen to support cycling in a practical way, as it represents an exciting, healthy and eco-friendly sporting discipline: a clear expression of relevant current values that we share wholeheartedly, such as a passion for sports, taking care of our health, and respect for nature."

Based on this, it is not difficult to imagine how the sponsorship of the Tour de France is the highest goal that NAMEDSPORT> could aspire to achieve. Indeed, for several years, the Italian company has been particularly active in the world of international cycling alongside the great champions. Thanks to the quality and effectiveness of its formulations, for the third year running it has been chosen as the Official Sponsor and official supplier of pre-, during and post-race Supplements by four of the main Pro Tour Teams: Luca Guercilena's Trek-Segafredo, Alex Carera's Bahrain Merida, Beppe Martinelli's Astana Pro Team, and Giuseppe Saronni's UAE Team Emirates.

The finest internationally-renowned cyclists will compete for the yellow jersey, racing with the distinctive NAMEDSPORT> orange bottles, fuelling and hydrating themselves with specific formulations to optimise performance, encourage recovery and keep their strength up during a multi-stage race as intense as the Tour de France.

As it is closely involved and established on the international professional cycling scene, NAMEDSPORT> has also started a certification process for its formulations by joining the Informed-Sport programme: a prestigious seal of quality and anti-doping testing, as well as an important initiative to meet the needs of consumers who are increasingly attentive to the quality of the ingredients and raw materials, consumers who want safe, natural, healthy products that are capable of effectively supporting their sporting performance and maintaining their state of wellbeing.

That is why NAMEDSPORT> is the perfect partner for anyone who shares its great passion for cycling as practised by professional athletes and amateurs alike: a winning combination that has its sights firmly fixed on the future, and that will spend the next 5 years fuelling the desire to win and the right energy for everyone to achieve their goals.

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For more information on NAMEDSPORT>, visit www.namedsport.com



NAMEDSPORT> Superfood Product range



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Vincenzo Nibali (Bahrain-Merida Pro Cycling Team), NAMEDSPORT> Ambassador
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