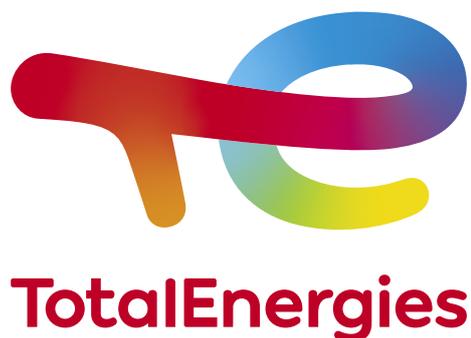


Let's live  
**Football**  
together



## Press Kit

**TotalEnergies,**  
Title Sponsor of  
the TotalEnergies CAF  
Africa Cup of Nations  
Côte d'Ivoire 2023  
(January 13 - February 11, 2024)



# TotalEnergies, a major partner of African football: Celebrating football, integral to our commitment on the continent



## A shared passion

### United by football, the most accessible and popular sport in Africa!

For millions of Africans and an uncountable number of fans around the world, football is more than a sport. Football can accomplish great things. It is a unique happening, where competition and cooperation coexist at every moment, where unity and fraternity come together.

Football is an unparalleled driving force, a federating and universal language that brings together the continent's different cultures in moments of celebration and shared joy.

Football is synonymous with emotion, conviviality, team spirit, enthusiasm and, of course, energy.

## Africa is a core strand of TotalEnergies' DNA

TotalEnergies is a global multi-energy company that produces and markets energies: oil and LNG, new low-carbon energies, electricity and renewables. Its ambition is to be a major player in the energy transition, committed to getting to net zero by 2050, together with society. Its mission is to produce and deliver ever more affordable, available and clean energies. This ambition and mission lay out the path on which we have embarked to support

our stakeholders – among them our customers – because more than ever, we want to be their partner. We will only succeed by pooling our energies.

The Company has been present in Africa for 90 years, and has constantly developed its operations and deepened its local roots. Today, more than 10,000 women and men work for TotalEnergies in some 40 countries.



TotalEnergies is the only major on the continent that is active across the entire energy value chain, from production, transport and conversion into intermediate or finished products to storage and distribution to meet the needs of our B2B and B2C customers. We also develop carbon neutrality projects for our own sites and for customers, with solutions to enhance energy efficiency and to capture and store carbon, notably through natural carbon sinks.

In the area of Exploration & Production, Africa accounts for 17% of the Company's hydrocarbon output. In distribution, the more than 4,600 service stations in TotalEnergies' African network serve nearly four million customers a day. These customers recognize TotalEnergies as a benchmark energy company and a

local player, as well as a leading energy brand on the continent.

The Company is working to diversify the energy mix in Africa by developing natural gas and solar power, two energies that emit less CO<sub>2</sub>. It is also facilitating access to energy with reliable, affordable and innovative solutions like solar lamps.

In our daily dialogue and innovative partnerships in our African host countries, we do everything possible to make sure that our presence and operations have positive economic, social and environmental outcomes. In so doing, we want to keep moving forward and taking strong, committed action to promote sustainability in all its dimensions.



Present for more than **90 years**

Operations in some **40 countries**

Around **10,000 direct jobs** and more than 100,000 indirect jobs

**30%** of the Company's investments

**#1 retail** network with more than 4,600 service stations, of which some 2,200 are solarized

**4 million** customers each day

**A leading brand** in Africa



# TotalEnergies, title sponsor of Confederation of African Football (CAF) competitions

 **Eight years of partnership:**  
TotalEnergies, title sponsor and major partner of African football

Title Sponsor	Official Partners	Official Sponsors of the Competition	National Official Supporters
	  	   	   
	 		

## What better vehicle than football to consolidate our already strong and historic roots on the continent?

In 2016, TotalEnergies signed an eight-year partnership through 2024 with the Confederation of African Football (CAF), the sport's governing body on the continent. This agreement made the Company **the major partner of African football**, the sponsor of **more than 1,500 matches and the title sponsor of CAF's ten main competitions**: seven national and three inter-club competitions, including the prestigious Africa Cup of Nations (AFCON), now known as the TotalEnergies CAF Africa Cup of Nations. This partnership is aligned with the TotalEnergies brand dynamic: enthusiastic, optimistic, close to customers and attentive to their needs.

Our goal is to **share the passion for sport with all our audiences and customers and the values sport promotes**: Safety, Respect for Each Other, Stand Together, the Pioneer Spirit that pushes us to adapt and innovate every day, and the Performance-Minded attitude that drives us in all our commitments.

### Supporting football across the continent, like we have since 2016, helps:

- Deepen our local roots.
- Enhance brand awareness and preference through the passion for and celebration of football.
- Raise the visibility of all our activities.
- Bring stakeholders on board in the related territories.

Africa is an integral part of TotalEnergies' DNA. Through this commitment, we are strengthening our bond with stakeholders and customers and becoming even closer to them as part of popular, festive competitions that always draw a large following, including among our own teams.



Emphasizing a 360° approach in the host country and all the participating countries in which we are present



A fantastic way to boost awareness and bring TotalEnergies closer to customers, with three main objectives:

# #1

**Be recognized as the indispensable, responsible partner of African football.**

In 2022, 73% of those surveyed knew that TotalEnergies was the title sponsor of the AFCON, up seven points from 2020<sup>(1)</sup>.

# #2

**Build awareness and develop preference for the TotalEnergies brand.**

In 2023, 90% of those who knew of TotalEnergies' partnership with CAF said the Company was actively involved in local development in Africa; 86% said they would consider TotalEnergies for their next purchase<sup>(2)</sup>.

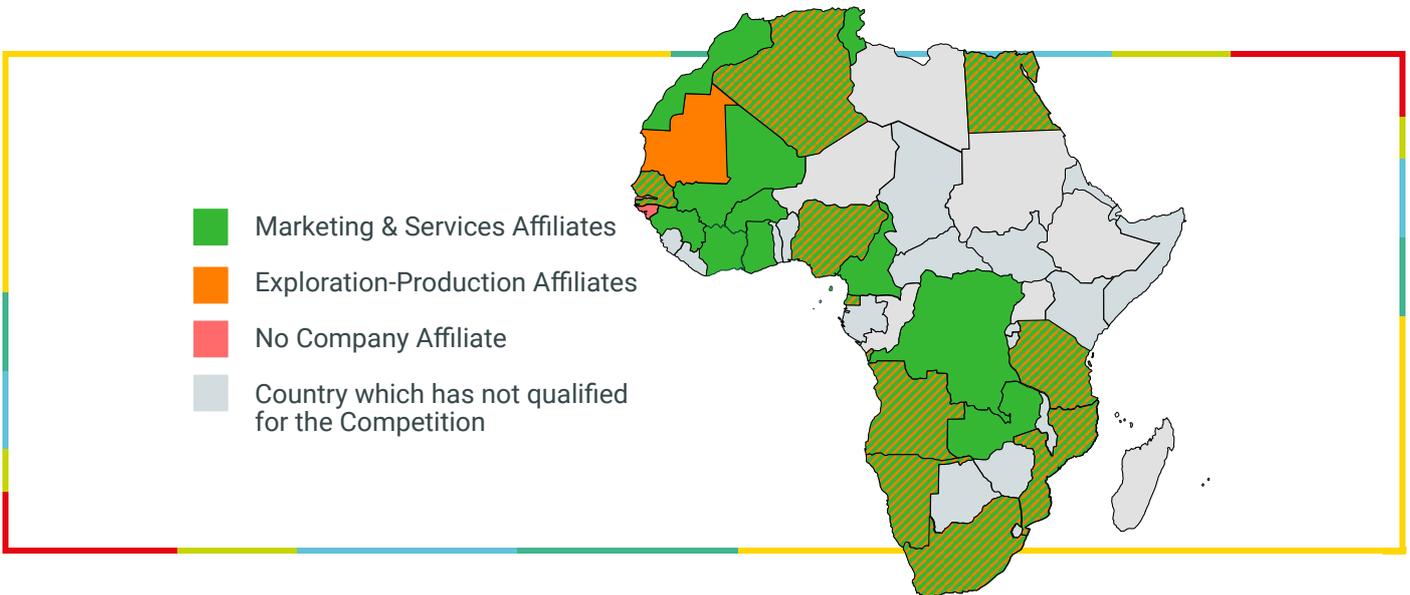
# #3

**Constantly increase the number of customers in our service stations, build their loyalty and get to know them even better.**

(1) Post-TotalEnergies AFCON 2021 survey conducted by Sky Consulting in 15 countries.  
 (2) Post-TotalEnergies CHAN, Algeria 2023 survey conducted by Sky Consulting in 9 countries.

# The TotalEnergies CAF Africa Cup of Nations, Côte d'Ivoire 2023 at a glance: Everything you need to know about the event

Via its affiliates, TotalEnergies is present in 21 of the 24 qualifying countries that will participate in the competition. This will allow the Company to communicate as broadly as possible about its partnership.



## The must-see African sports event

The TotalEnergies CAF Africa Cup of Nations (AFCON) is the most important sports event in Africa – a must-see competition that drew 415 million TV viewers in 152 countries in 2022 (up 20% from 2020). It is also the third largest football competition in the world, after the World Cup and the European Championship.

Created in 1957 and held every other year, the AFCON brings together the top 24 African men's teams divided into six groups of four.

The winner of the 52nd and final match takes home the trophy.

### TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 is:

-  The 34<sup>th</sup> edition of the competition.
-  The 2<sup>nd</sup> organized by Côte d'Ivoire after the 1984 event.
-  The 4<sup>th</sup> for which TotalEnergies is the title sponsor and the 2<sup>nd</sup> for the TotalEnergies brand<sup>(3)</sup>.

Senegal, winner of the last AFCON organized by Cameroon, will defend its title.

(3) On May 28, 2021, Total became TotalEnergies, thereby anchoring its strategic transformation into a multi-energy company in its identity.



## The Trophy Tour by TotalEnergies kicks off the competition

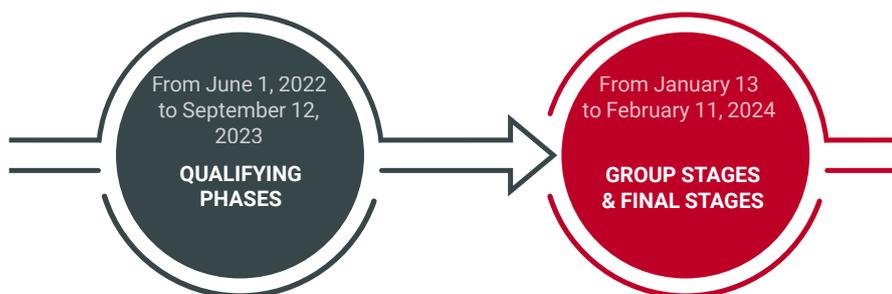
From September 25 to December 30, 2023, the Africa Cup was displayed in a number of the African countries that qualified for the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023. This year's tour started in Senegal, the reigning champion, and ended in Côte d'Ivoire, the host of the 2023 edition.

At each stop, football fans were delighted to have the opportunity to get a closer look at the iconic Cup that each of the 24 participating nations hopes to bring home. Each TotalEnergies affiliate along the Cup's journey celebrated the event in style, notably by organizing festive evenings with their partners and customers and campaigns in their service station network.



## The 2023 edition: January 13 - February 11, 2024

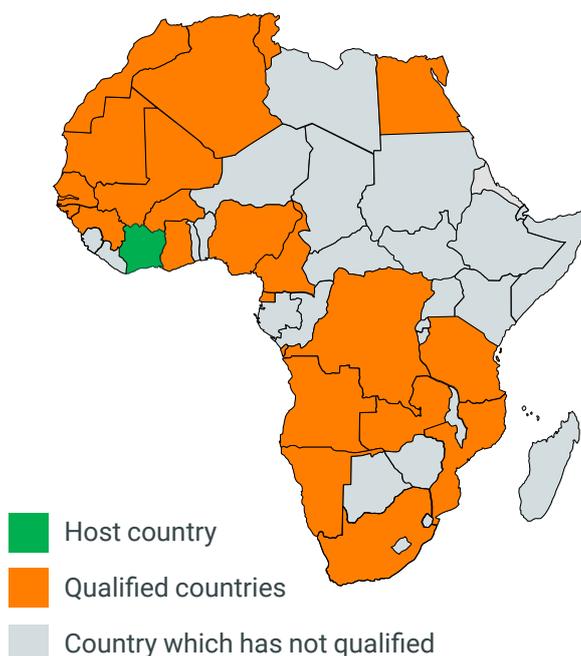
### Competition timeline



### Countries qualified for the final phase

24 countries are participating in the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023

Ivory Coast (Host country)	Guinea equatorial
South Africa	Mali
Algeria	Morocco
Angola	Mauritania
Burkina Faso	Mozambique
Cameroon	Namibia
Green Cap	Nigeria
Egypt	DR of the Congo
Gambia	Tanzania
Ghana	Tunisia
Guinea Bissau	Senegal
Guinea Conakry	Zambia



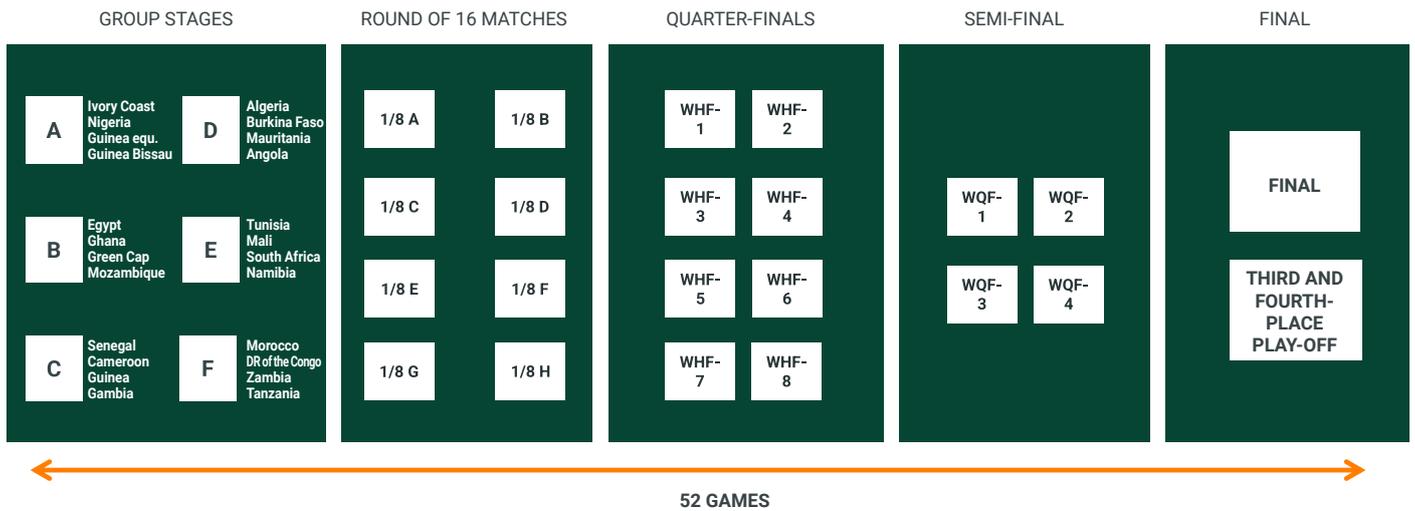


### Groups

The drawing was held on October 12, 2023. The 24 teams were divided in six groups of four teams. The top two teams in each group and the four best-ranked third-placed teams advance to the last 16.



### Competition format



### Competition schedule

**CAF AFRICA CUP OF NATIONS CÔTE D'IVOIRE 23**

Kick-off times shown are local time.  
LOCAL TIME GMT +00:00

#### ROUND OF 16

<p><b>1D</b> 27.01   Bouaké   5 PM</p> <p><b>2A</b> 27.01   Abidjan - FHB   8 PM</p> <p><b>1B</b> 29.01   Abidjan - FHB   5 PM</p> <p><b>1F</b> 30.01   San Pedro   8 PM</p>	<p><b>2E</b> 27.01   Abidjan - FHB   8 PM</p> <p><b>1C</b> 29.01   Abidjan - FHB   5 PM</p> <p><b>2C</b> 27.01   Abidjan - FHB   8 PM</p> <p><b>1E</b> 30.01   San Pedro   8 PM</p>
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#### QUARTER-FINALS

#### ROUND OF 16

<p><b>37</b> 02.02   Abidjan - FHB   5 PM</p> <p><b>38</b> 02.02   Abidjan - ADO   8 PM</p> <p><b>41</b> 03.02   Yamoussoukro   8 PM</p> <p><b>44</b> 03.02   Bouaké   5 PM</p>	<p><b>39</b> 02.02   Abidjan - ADO   8 PM</p> <p><b>40</b> 02.02   Abidjan - ADO   8 PM</p> <p><b>42</b> 03.02   Bouaké   5 PM</p> <p><b>43</b> 03.02   Bouaké   5 PM</p>
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#### SEMI-FINAL

**49** 07.02 | Bouaké | 5 PM

#### FINAL

#### SEMI-FINAL

**50** 07.02 | Abidjan - ADO | 8 PM

#### 3<sup>RD</sup> PLACE PLAY-OFF

**51** 10.02 | Abidjan - FHB | 8 PM

#### FINAL

#### 3<sup>RD</sup> PLACE PLAY-OFF

**52** 11.02 | Abidjan - ADO | 8 PM

#### GROUP A

1	13.01   Abidjan - ADO   8 PM	CIV	GNB
2	14.01   Abidjan - ADO   2 PM	NGR	EGG
13	18.01   Abidjan - ADO   5 PM	CIV	NGR
14	18.01   Abidjan - ADO   2 PM	EGG	GNB
25	22.01   Abidjan - ADO   5 PM	EGG	CIV
26	22.01   Abidjan - FHB   5 PM	GNB	NGR

#### GROUP B

3	14.01   Abidjan - FHB   5 PM	EGY	MOZ
4	14.01   Abidjan - FHB   8 PM	MLI	CPV
15	18.01   Abidjan - FHB   8 PM	GHA	GHA
16	19.01   Abidjan - FHB   2 PM	CPV	MOZ
27	22.01   Abidjan - FHB   8 PM	CPV	EGY
28	22.01   Abidjan - ADO   8 PM	MOZ	GHA

#### GROUP C

5	15.01   Yamoussoukro   2 PM	SEN	GAM
6	15.01   Yamoussoukro   5 PM	RDC	ZAM
17	19.01   Yamoussoukro   5 PM	SEN	CMR
18	19.01   Yamoussoukro   8 PM	GUI	GAM
29	23.01   Yamoussoukro   5 PM	GUI	SEN
30	23.01   Bouaké   5 PM	GAM	CMR

#### GROUP D

7	15.01   Bouaké   8 PM	ALG	ANG
8	16.01   Bouaké   2 PM	BFA	MTN
19	20.01   Bouaké   2 PM	ALG	BFA
20	20.01   Bouaké   5 PM	MTN	ANG
31	23.01   Bouaké   8 PM	MTN	ALG
32	23.01   Yamoussoukro   8 PM	ANG	BFA

#### GROUP E

9	16.01   Korhogo   5 PM	TUN	NAM
10	16.01   Korhogo   8 PM	MLI	RSA
21	20.01   Korhogo   8 PM	TUN	MLI
22	21.01   Korhogo   8 PM	RSA	NAM
33	24.01   Korhogo   5 PM	RSA	TUN
34	24.01   San Pedro   5 PM	NAM	MLI

#### GROUP F

11	17.01   San Pedro   5 PM	MAR	TAN
12	17.01   San Pedro   8 PM	RDC	ZAM
23	21.01   San Pedro   2 PM	MAR	RDC
24	21.01   San Pedro   5 PM	ZAM	TAN
35	24.01   San Pedro   8 PM	ZAM	MAR
36	24.01   Korhogo   8 PM	TAN	RDC

 Six stadiums and five cities to welcome the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023



**Peace Stadium in Bouaké**  
40.000 seats



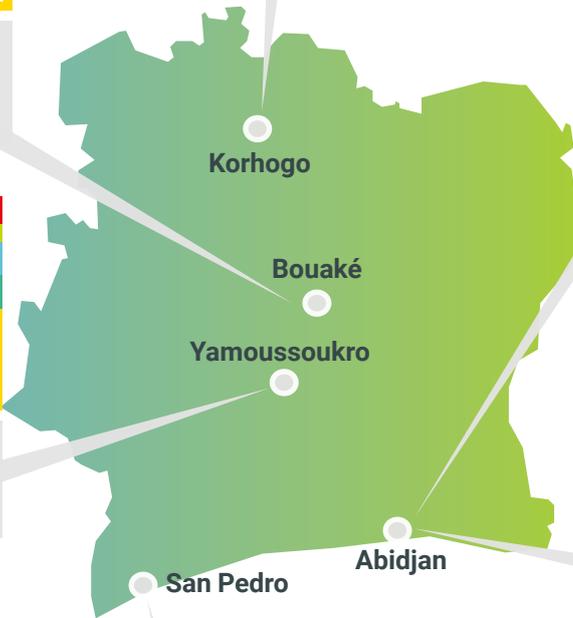
**Korhogo Football stadium**  
20.000 seats



**Ebimpé Olympic stadium in Abidjan suburbs**  
60.000 seats



**Yamoussoukro Football stadium**  
20.000 seats



**Félix Houphouët Boigny Stadium in Abidjan**  
33.000 seats

**San Pedro Stadium**  
20.000 seats



## Pride of place for the TotalEnergies brand on all TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 communications media

As the title sponsor of the TotalEnergies CAF Africa Cup of Nations, Côte d'Ivoire 2023, the TotalEnergies brand will systematically appear on all CAF communication media dedicated to the competition, as well as on the communication media of advertisers who mention the event.

### The Competition's new visual identity

The new visual identity unveiled on June 9, 2023 highlights the trophy and the host country's colors.

It features the event's new name: TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 and includes the TotalEnergies logo.



### Brand components

- **Generic composite logo** with the TotalEnergies logo and the words "Official Partner" next to the CAF logo.



- **TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 logo** with the TotalEnergies logo in the upper right-hand corner.



- **Composite TotalEnergies CAF Africa Cup of Nations Ivory Coast 2023 logo** with the competition logo, the TotalEnergies logo and the words "Title Sponsor".



## Brand components

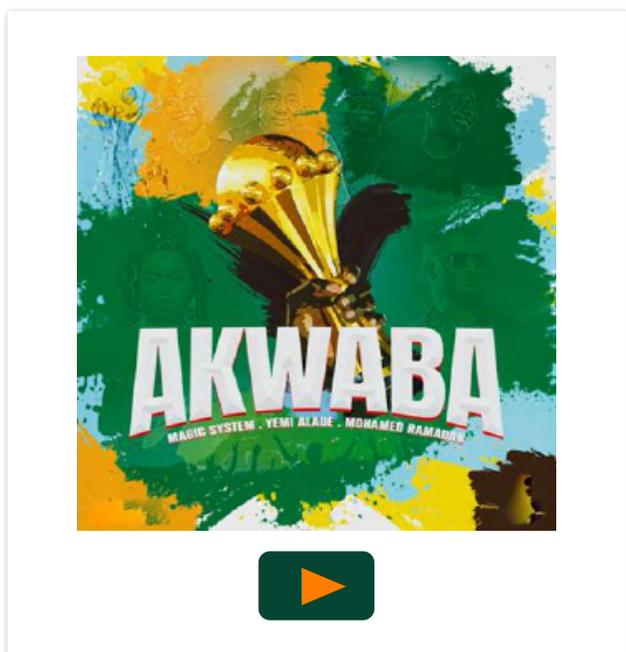
Competition's official name: **TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023**

The official registered name, which refers to TotalEnergies, must always be written fully and must be used on all media in which the competition is mentioned.

### ■ "Akwaba", the official song

Created to bring people together, the official song is performed by Magic System, Yemi Alade and Mohamed Ramadan.

It is featured in a video clip in which the TotalEnergies brand is visible<sup>(4)</sup>.



(4) Relative to a TotalEnergies media buy from Universal Music Africa.

### ■ AKWABA, the official mascot and lead ambassador of the competition

The mascot represents Côte d'Ivoire's identity and takes its inspiration from the country's emblem, the elephant.

Its name, derived from the word for "welcome" in one of the local languages, expresses powerful values that echo those of the competition: hospitality, friendship, generosity and team spirit. It is emblematic of the bonds between the supporters, players and all the nations involved in the event.

As an official partner and title sponsor, TotalEnergies has the right to use the image of the mascot.



### ■ "Pokou", the official match ball

The match ball honors the late Ivorian football legend, Laurent Pokou, renowned for his historic achievement of scoring 14 goals in just two editions of the tournament. It sports the colors of the official logo, which includes the TotalEnergies logo.

The match ball was officially unveiled during the Group drawing on October 12, 2023.



# TotalEnergies in the center of the event with all fans of African football



## Looking at football from a different angle: TotalEnergies celebrates African football in all its forms with all football fans

 Bringing all the positive energies together around African football together thanks to...

- ...media visibility dedicated to all the teams and fans

TotalEnergies supports the 24 teams competing in the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 and has created a specific visual in two versions:



Players



Players and Fans



■ ... a new advertising campaign across Africa highlighting our partnership with CAF

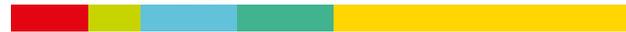
TotalEnergies launched its new Africa-wide corporate advertising campaign in December 2023. In connection with the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023, the commercial will be widely seen both during broadcasts of the 52 matches and in the stadiums.

This new campaign embodies our new ambition in Africa for the first time since the Company became TotalEnergies in 2021 and focuses on Africans' relationship with our brand.

**"You have the energy to go farther, we have the energy to get you there!"**



Backed by this powerful message, the campaign expresses our desire to be by our customers' side and speak to the continent as a whole.



■ ... a winning combination of football and music

**"Fara'Mbê": A song that expresses the passion of an entire continent**

Fara'Mbê, released in 2019, is the official song of Football Together, the TotalEnergies program that lets all African football fans see football from a different angle, in order to celebrate more than just the sporting event<sup>(5)</sup>.

This federating song available in several languages expresses the entire continent's passion for football. It is performed by Calema, a duo from São Tomé & Príncipe that has some 2.5 million Facebook followers.





In Ivory Coast, a partnership with local artist Black'K for a remix of his song "On s'en va là-bas"



■ ... an iconic jersey

After the official song, Fara'Mbê, TotalEnergies has created a new symbol of the positive energies coming together around football in Africa with **the Football Together jersey.**



This fashionable, eye-catching jersey aims to unite all fans of African football around their shared passion, no matter which team they support.

It can be seen in the commercial with the baseline:

**"One Passion, One Team, One Jersey."**



Let's live the TotalEnergies CAF Africa Cup of Nations, Côte d'Ivoire 2023 together!  
Stand a chance to win you Football Together jersey!

1. **Take your picture** with the Football Together jersey here
2. **Follow @TotalEnergies** on Facebook
3. **Share your picture** on your Facebook, add the hashtag **#OnePassionOneTeamOneJersey** and tag our **@TotalEnergies** account.

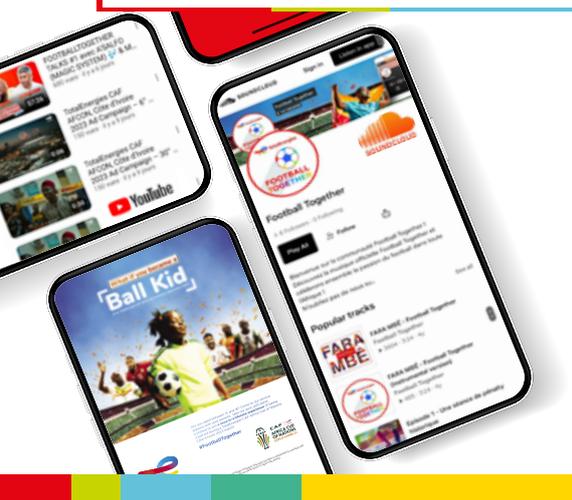


CAF | TotalEnergies  
**AFRICA CUP OF NATIONS**  
CÔTE D'IVOIRE 23

Game without any obligation to buy organized from 12/06/21 to 02/06/22 by TotalEnergies. Conditions of participation and complete game rules available at footballtogether-jersey.totalenergies.com

**Promote the federating nature of African football and highlight fans' energy through the TotalEnergies Football Together program**

The program offers all African football fans a different approach that goes beyond the sporting competition to celebrate football in all its forms. It is available on Facebook, Instagram, Twitter, and now **Tik Tok**.



This digital ecosystem makes the most of the human aspect in its content and activations, for example through a focus on the Ball Kids on the field<sup>(6)</sup> or exclusive scoops from our influencers and ambassadors to bring fans right into the middle of the competition.

(6) See p. 18.

**Football Together is designed to celebrate all the champions and spotlight all the women and men who spread the energy of football across Africa.**

Three themes are emphasized in particular:



■ **The competition**, to show the people on the field who inspire thousands of others (content focused on the players/teams in the competition and on famous footballers who serve as an example for young players).



■ **The celebration**, to show the people who are helping to make the event a collective party and continental success (content focused on the people preparing the event and the diverse range of fans and their contribution in their own countries).



■ **CSR**, because lives can be changed by football (content focused on CSR projects based on football or a webseries on people whose lives have been changed by football).



## Generate engagement among our online communities in qualified countries with original digital content

In addition to Football Together content delivered live from the competition, TotalEnergies' social media accounts in the 21 qualified countries in which the Company is present will promote the event through:

- Four episodes of the "*Petit Frère*" ("Little Brother") interview in partnership with *Onze Mondial* magazine. In these episodes, young football fans interview Karim Haggui, Kalidou Koulibaly, Stephen Appiah and Gervinho, football stars who are also TotalEnergies ambassadors.



- A series of TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 capsules to learn about the history of this edition and keep up with the competition.



- Six episodes of "*De-brunch*", in which TotalEnergies B2C and B2B customers meet over brunch to analyze key plays, comment on trending social media topics, track fan reactions, discuss players to watch and highlight the artists performing at the competition.

- **Online contests** (in selected countries) in which fans of the TotalEnergies brand can win collector merchandise, as well as tickets to the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023.

## TotalEnergies in the middle of the event inside the stadium...

 **360° visibility for the TotalEnergies brand in the competition's six stadiums**



 **Fun Zones with original activities and entertainment for supporters**

TotalEnergies is setting up a Fun Zone in the Abidjan-Ebimpé, Bouaké and Yamoussoukro stadiums where supporters can take part in original football-related activities:

- A Fun Box showing pictures of people who have come by to be photographed.
- Musical entertainment with a DJ.
- Dancers and freestylers.
- A make-up booth, etc.

 **TotalEnergies Man of the Match: A chance for a VIP guest or TotalEnergies employee to experience an exceptional moment**

TotalEnergies' exclusive proprietary TotalEnergies Man of the Match activation gives one of our VIP guests or employees the chance to hand out the TotalEnergies Man of the Match award at one of the competition's 52 matches. The activation continues through to the final, with the TotalEnergies Man of the Competition award.

As part of the **new Written Cheers activation**, the award winner will also receive a jersey covered with the messages sent in by fans through the Football Together community.





**Social Room by TotalEnergies:**  
Our influencers take you into the stadium and behind the scenes of the competition

A unique activation that combines influence and in-stadium experience during four matches:



During each match, community managers accompanied by influencers who are well known in Africa will provide full digital coverage to give their fans an up-close-and-personal look at the competition with exclusive content.

**Ball Kids by TotalEnergies**

The **Ball Kids** by TotalEnergies activation will give 24 youngsters from across the continent the opportunity to be on the field during a match of the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023. They will participate in six matches. 21 young people have been selected through a contest held in the TotalEnergies service station network in 11 African countries in September and October 2023. The three others were selected in a specific casting call organized by CAF.

Since 2016, more than 50 young football fans have been part of the Ball Kids by TotalEnergies experience.



## ... and outside the stadium

 Celebrate the passion for football with our customers in TotalEnergies service stations across the continent

### Showcasing the CAF x TotalEnergies partnership in our service stations

Ahead of the competition and during the tournament, TotalEnergies service stations across the continent will sport the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 colors in their forecourts and shops.



### A campaign in service stations across the continent to share football fever

During the event, the service stations will offer many varied activities for customers, including:

- Even more attractive promotions thanks to football, notably on TotalEnergies-brand and tournament-partner products.



- Big-screen viewing of matches, **Happy Hours**, promotions, photocalls and football challenges.

- Shop-in-shops in participating stations with football-related merchandise (balls, hats, T-shirts, etc.) sporting the Let's Live Football Together and Football Together logos.



- A Big Draw contest from October to December 2023 (purchase required) to win promotional items and tickets to the final match of the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 in Abidjan on February 11.



## Local roots and responsible football

The Company does everything in can to make sure that its presence and activities in Africa – and the rest of the world – have positive, sustainable impacts. With this in mind, the TotalEnergies CAF Africa Cup of Nations Côte d'Ivoire 2023 will provide an opportunity to deploy a variety of local social initiatives:

### Support for amateur football in Côte d'Ivoire (men's, women's and blind football)

This support comes in the form of kits with the equipment needed for football practice (balls, whistles, pinnies, goalkeeper gloves, etc.), including in a version for vision-impaired or blind players (sound football, etc.).

The recipient clubs will be identified with the Côte d'Ivoire amateur football federation and FISMA for blind football.

In addition, a Macarena tournament will be organized by service station dealers in the TotalEnergies network to promote football fever in their neighborhoods.



### Action for disabled children

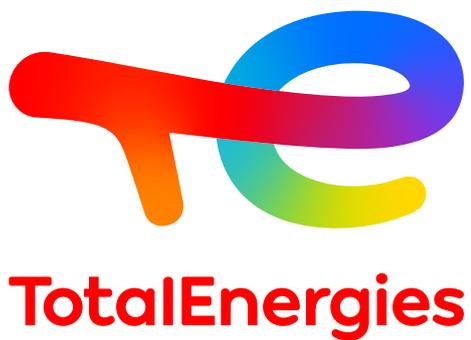
We want to provide a unique experience for children with disabilities, in collaboration with CAF.

At each activated match, six children with disabilities will be accompanied by six helpers for an exceptional in-stadium experience of the match in a dedicated space near the field.

### Action for the visually impaired

In collaboration with CAF, the objective is to conduct a test with start-up Touch2see, which has developed a tablet that enables visually impaired users to experience a match in real time and share the emotion and atmosphere with all the spectators.





TotalEnergies, Title Sponsor of the TotalEnergies CAF Africa Cup of Nations, Côte d'Ivoire 2023 Press Kit  
TotalEnergies, Marketing & Services, Africa Division  
Published in January 2024  
Created by Caribou L'Agence - [www.caribou.fr](http://www.caribou.fr)  
Photo credits: DR TotalEnergies