



MARKETING & COMMUNICATION

ANNEX

VENDEE ARCTIQUE LES SABLES D'OLONNE 2026

Amendment 27 march 2026

Preamble	7
I – Definitions	8
A – The “Vendée Arctique Les Sables d’Olonne period”	8
B – Vendée Arctique Les Sables d’Olonne partners	8
C – The Participant.....	8
D – Other definitions	9
E - Official language	9
II – Context and issues	9
A – Founding principles and values of the Race	9
B – Collaboration between the Organising Authority and the Participants.....	10
C – Principles of collaboration in relation to images of the Vendée Arctique Les Sables d’Olonne and its iconographic assets	10
III – Commitments of the Organising Authority	11
A – General	11
B – Benefits related to the race granted to participants.....	12
C – Communication tools and resources deployed	12
1) Dedicated communication service providers	12
2) Extended media coverage	13
a) A specialist agency dedicated to media relations and creators	13
b) Strategic media partnerships to amplify visibility	13
c) A high-performance multimedia server for optimal distribution.....	14
d) Numerous and promising editorial angles	14
e) Ever-increasing TV distribution	14
3) Professional and impactful communication content	15
a) A professional and high-performance digital ecosystem and agency.....	15
b) A reference website	15
c) Race Tracker: the most consulted engagement tool of the race	15
d) Powerful social media networks supported by the Vendée Globe.....	16
e) Professional video content and live coverage to tell the story of each adventure.....	17
f) Exceptional photography: capturing the beauty of each project	17
4) The Vendée Arctique Les Sables d’Olonne Virtual: a powerful gaming ecosystem	18
a) A driver of engagement.....	18
b) Virtual Regatta: exclusive gaming partner	19

D – Crisis communication	19
E – The event village: an exceptional showcase	19
1) Start village: an public reception facility	19
2) B2B hospitality for sponsors	20
3) Professional logistics facilities	20
4) Finish village: the climax of the adventure	21
IV – General obligations of Participants	22
A – Communication with the Organising Authority	22
1) Skipper area on the website: www.registrations.saemvendee.org	22
2) Communication contacts	22
3) Notifying the Organising Authority of marketing and communication operations	22
B – Skipper involvement in Race public relations	22
C – Equipment carried on board	23
1) General obligations of the Participant	23
2) Mandatory equipment on board IMOCA boats	23
a) Satellite data transmission equipment	23
b) Audiovisual recording equipment	23
c) Audio recording equipment	24
d) On-board network equipment	24
e) Software solution & live videoconferencing equipment	24
3) Testing and Validation of the Filming Chain	24
a) Support from the AO's Audiovisual Provider	24
b) Content Transmission	24
c) Testing and Validation of the Filming Chain	25
4) Recommended Additional Equipment to Optimize Communication	25
D – Organising Authority brandings / IMOCA rules	25
1) General	25
2) MANDATORY race branding	26
3) Mandatory Village Markings	27
4) IMOCA Marking	27
E – Media relations	27
F – Pre-race image bank	28
1) Pre-race photos and videos	28

a) Organising Authority requirements in terms of pre-race images	28
b) Reminder of the Notice of Race concerning “pre-race images”	29
c) Procedures for taking and transmitting pre-race images.....	29
d) Potential creation of an image bank by the Organising Authority during runs	30
G – Communication about the Participant.....	30
2) Visibility of Villages	31
3) Skipper withdrawal, non-selection, disqualification or retirement	31
H – Branding and Sponsorship Restrictions.....	32
1) Race Partner and Participant Sponsors	32
2) Prohibited Sponsorship Categories	32
3) Restricted Sponsorship Categories.....	32
4) Ambush Marketing	33
V – RUNS day	33
VI – Start day	33
A – General	33
B - Protocol for the day.....	34
C- Participants’ digital communication.....	34
D – On board the IMOCA	34
1) Embarkation of media & PR people	34
2) Positioning of skipper and of persons on board.....	34
3) Activation of Video Conferencing Connections.....	35
4) Disembarking media	35
VII – During the Race	35
A – Race image bank.....	35
1) Organising Authority requirements in terms of race images	35
2) Reminder of the Notice of Race Regarding Race Images	35
2) Terms for producing, transmitting and selecting race images	36
A) Terms for producing race images.....	36
b) Terms for transmitting race images	36
c) Selection Procedures for “Race Images”	37
B – Videos lives	37
C – Video & audio sessions, texts and voice messages	38
VIII – Day of Arrival	39

A – General	39
1) Winner's arrival	39
2) Arrival of other skippers	39
B– Protocol for the day.....	39
C- Participants' digital communication.....	40
D – On board the IMOCA.....	40
1) Embarking the Organising Authority's communication teams.....	40
2) Activation of videoconferencing links	40
3) Promotion of attributes related to the finish of the Vendée Arctique Les Sables d'Olonne	40
E – Post-race transmission of unsent race and post-race images.....	40
IX – Exploitation rights and images of the Vendée Arctique Les Sables d'Olonne	41
A – Exploitation rights of SAEM Vendée.....	41
1) Rights of the Organising Authority	41
2) Marks of the Organising Authority.....	42
B – Vendée Arctique Les Sables d'Olonne images.....	42
1) Skipper's individual image rights.....	42
2) Legal Nature of "Pre-Race" Images Submitted as Registration Fees.....	44
3) Legal Nature of "Race" Images Submitted as Entry Fees	44
4) Legal Nature of "Post-Race Images Not Submitted" to the Organizing Authority	44
C – Use of exploitation and image rights for the Vendée Arctique Les Sables d'Olonne.....	44
1) General principles.....	44
2) Entry Fees in Kind - Reminder of the Notice of Race.....	45
3) Usage and exploitation licences in favour of the Organising Authority.....	48
4) Usage and exploitation licences in favour of the participant.....	49
D – Charter for use of distinctive signs of the Vendée Arctique Les Sables d'Olonne	50
1) General rules for use by Participants	51
2) Specific rules on use: Participant merchandising and Skipper apparel.....	53
a) Participant merchandising	53
b) Sale of Products within the Village.....	53
c) Skipper apparel	54
E - Derivative products / Merchandising of the Organising Authority	54
1) With content from the Organising Authority's image bank.....	54
a) Exploitation of images by the Organising Authority:.....	54

b) Exploitation of images by partners of the Organising Authority.....	54
X – General provisions	55
A – Titles and numbering.....	55
B – Non-waiver	55
C – Partial non-validity.....	55
D – Appendices and additional clauses	55
E – Joint and several liability.....	55
F– Address for service.....	55
G – Applicable law and competence	55
Appendix 1 - Master drawing for brandings on IMOCA boats	57

Preamble

The Vendée Globe, an around-the-world solo yacht race, has a special place in the world of trans-Atlantic sailing competitions and sailing in general.

The 2024 edition reinforced its status as an iconic sporting event, with 260,000 media mentions, an estimated advertising equivalent of €415 million and an exceptional impact on digital platforms with 983 million reach and 31 million engagements. The fan community grew from 1 million to 1.6 million people, and the website's audience increased by nearly 40%.

Launched in July 2020 by the IMOCA Class, the first edition of the Vendée Arctique Les Sables d'Olonne provided a final opportunity to test the reliability of the IMOCA boats, which proved extremely useful for the fleet ahead of the Vendée Globe.

Although it had to be held behind closed doors, this solo, non-stop race, crossing weather systems in the rough seas of the far north, appealed to the sailors of the Vendée Globe. In agreement with the IMOCA Class and with the support of the Vendée Department and the town of Les Sables d'Olonne, SAEM Vendée, the company organising the Vendée Globe, took over the organisation of this race, which started from Port Olona on 12 June 2022.

After a race that was abandoned south of Iceland in 2022 due to extreme weather conditions, this time the skippers will set sail for the far north. Solo, non-stop and without assistance, they will leave Les Sables d'Olonne for an unprecedented adventure: crossing the Arctic Circle... at a location of their choice and returning to the famous port in the Vendée. This is the big change in this third edition: a free route, with no set course, promising a variety of trajectories, daring strategies and suspense!

These exceptional sailors will set sail for uncharted territory. Cold, fog, rapid depressions and short seas will be part of everyday life in these demanding and unpredictable high latitudes. For the first time, the Vendée Globe skippers will reach the Arctic Circle: a challenge that matches their commitment and thirst for adventure.

As the first solo qualifying race in the 2025-2028 cycle for the Vendée Globe, the 2026 Vendée Arctique Les Sables d'Olonne is a key step towards the 2028 Vendée Globe and a showcase for the Vendée region's expertise in organising major maritime events.

From 30 May to 7 June 2026, the village set up on the Vendée Globe esplanade will bring the unique atmosphere of this extraordinary race to life for the public. Meetings with skippers, entertainment, runs in the Bay of Les Sables d'Olonne and areas dedicated to environmental awareness will punctuate this summery yet polar week. It will be an opportunity to remind people that the Arctic region, both fascinating and vulnerable, is at the heart of current climate issues.

SAEM Vendée, a semi-public company, owns the Vendée Arctique Les Sables d'Olonne brand and, as the organiser of the yacht race of the same name, is the owner of the exploitation rights of this competition under articles L.333-1 et seq. of the Sports Code. The President of SAEM Vendée is the department of Vendée, represented by the current President of that department.

To safeguard the sustainability of the race, SAEM Vendée, as the Organising Authority, has set up a programme of partnerships to maintain optimal levels of organisation and ensure the longevity of the competition.

To accompany this programme, SAEM Vendée has drawn up communication & marketing regulations (Annex to the Notice of Race) to provide participants, partners of the Vendée Arctique Les Sables d'Olonne and its organisation with a clear, comprehensible and coherent framework.

More specifically, the purpose of these regulations is to offer a maximum of marketing opportunities to participants while ensuring preservation of the iconographic assets of the Race, protecting the rights of the Organising Authority and partners of the Vendée Arctique Les Sables d'Olonne by clarifying:

- The rights and obligations of applicants and registered participants in the Vendée Arctique Les Sables d'Olonne;
- Use of the image of participants by the Vendée Arctique Les Sables d'Olonne and its partners;
- Use of Vendée Arctique Les Sables d'Olonne images and property by participants.

Any official application to take part in the Vendée Arctique Les Sables d'Olonne implies acceptance of and adherence to all the rules by the participant as set out in this Annex.

I – Definitions

A – The “Vendée Arctique Les Sables d'Olonne period”

For the purposes of this Annex, “Vendée Globe period” means the period between the closure of official applications to take part in the Vendée Arctique Les Sables d'Olonne on 11 May and the end of the event 20 days after the Prize-Giving Ceremony.

B – Vendée Arctique Les Sables d'Olonne partners

For the purposes of this Annex, “**Vendée Arctique Les Sables d'Olonne Partners**” are understood to be natural persons and legal entities that have entered into a partnership, sponsorship or patronage agreement with the Organiser of the Vendée Arctique Les Sables d'Olonne .

C – The Participant

A Participant will be comprised of several entities:

- **A Skipper**
- **A deputy Skipper where appropriate,**
- **Team manager** – the contact person for:
 - The Organising Authority for all matters relating to race organisation.
 - Race Management for all sailing, sporting and/or safety issues, replacing the Skipper where necessary.
 - Judges for sporting and regulatory issues.
- **Sponsors:** all financial, logistics and/or technical partners of the Skipper/boat.
- **Shore team:** all persons working on shore for the Skipper and his/her boat, before, during and after the race. It is represented by the Team Manager.
- **Communication contact:** Contact point for communication requests for the Organising Authority.
- **Multimedia contact:** Permanent contact person for the Organising Authority on audiovisual issues. During the race, s/he will be responsible and available on call for validating on receipt videos and photographs sent by the Skipper prior to distribution and broadcast. S/he may be assisted by one or more deputies.

- **Crisis communication contact:** Contact for the Organising Authority in the event of a crisis.
- **Press contact:** Contact point for press requests for the Organising Authority and **media contacting the Organising Authority.**
- **Digital contact:** Contact point for requests relating to the Skipper's digital platforms (website, social media, etc.)
- **CSR representative:** Point of contact for requests relating to CSR issues from the Team and the Organising Authority.

This definition of Participant is directly related to the definition of Participant on page 3 of the Notice of Race. In the event of any contradiction between these definitions, the definition in the Notice of Race and/or its additional clauses shall prevail.

D – Other definitions

For the purposes of this Annex, the following definitions and abbreviations apply as laid down in the Notice of Race and/or its additional clauses.

E - Official language

The official language of the race is French. The Organising Authority will make an English version of this document available to Participants. In the event of any contradiction in the translation, the French text shall prevail.

II – Context and issues

A – Founding principles and values of the Race

The Vendée Arctique Les Sables d'Olonne follows the fundamentals of the Vendée Globe, offering an equally simple concept: a skipper, a boat, a departure from Les Sables d'Olonne and a return there after crossing the Arctic Circle.

The Vendée Arctique Les Sables d'Olonne is both an international sporting event and a human adventure. The skipper is in competition with the other participants but must also confront his or her own limitations.

The Vendée Arctique Les Sables d'Olonne attracts high-level sportspeople who are some of the biggest names in trans-Atlantic sailing but remains open to adventurers taking up the challenge of a lifetime.

Inextricably linked to the department of Vendée, the Vendée Arctique Les Sables d'Olonne is and will remain a public good.

While retaining the stuff of dreams and imagination, it must also give everyone the means to follow, share, understand and analyse the course of the event and the performance of the sailors as they wish, regardless of age, knowledge of sailing, familiarity with new technologies or geographical origin.

Access to the Vendée Arctique Les Sables d'Olonne village is and will remain free of charge.

Volunteers are and will remain at the heart of its organisation.

Raising awareness among younger generations about the necessity of protecting the oceans and respecting the environment and transmitting values such as personal achievement, fulfilment and solidarity are key to the principles of the Vendée Arctique Les Sables d'Olonne.

The Organising Authority is responsible for upholding the spirit of the race, its values and its history.

B – Collaboration between the Organising Authority and the Participants

The Vendée Arctique Les Sables d'Olonne is indistinguishable from the skippers who write its history race after race and who have been part of its success and its promotion from the very start.

The race is by nature closely linked to the commitment and support of the Organising Authority's partners, and to those of the sponsors, whether large groups or SMEs, who support the skippers and their teams in their attempts to circumnavigate the world.

The Vendée Arctique Les Sables d'Olonne owes its success to fruitful collaboration between its various stakeholders, i.e. the Organising Authority, its partners, the skippers and their sponsors and their respective investment in pursuit of a common goal: raising the profile of the race among as many people as possible.

The Organising Authority is responsible for safeguarding the history and exclusivity of the story and history of the Vendée Arctique Les Sables d'Olonne, while Participants tell their own individual stories of the race.

The purpose of this document is to offer maximum opportunity to all stakeholders while ensuring a framework so that the rights and duties of all are clearly established and shared by all with due respect for the Race values.

The Organising Authority and the Participant have agreed to grant each other rights of association and to transfer each other certain usage rights under the terms of this Annex, to publicise the race and the Participant's participation in the race.

C – Principles of collaboration in relation to images of the Vendée Arctique Les Sables d'Olonne and its iconographic assets

Visual and audiovisual content (photographs, videos, sound recordings, etc.) taken during the Race (i.e. images taken before during and after in relation to the Vendée Globe) come under one of the following categories:

- **Private images:** This category includes all visual and audiovisual content relating to the private circle of the skipper as an individual. This content must remain within a purely private framework (family and friends) and must not be used in the media or for commercial purposes.
- **Pre-race images as payment in kind of entry fees:** This category includes pre-race images provided by each Participant as payment in kind of their fixed entry fees under the terms of Article 7 of the Notice of Race. In accordance with Article 7.2 of the Notice of Race, these images are transferred to the Organising Authority's image bank and therefore become the property of the Organising Authority, which nonetheless grants a usage licence to the Participant concerned.
- **Participant pre-race images:** This category includes pre-race images taken by the Participant other than those provided to the Organising Authority as payment in kind of entry fees. These images remain the property of the Participant, which nonetheless grants the Organising Authority a licence to use them.
- **Race images in lieu of entry fees:** This category includes race images provided by each Participant as payment in kind of their variable entry fees as provided for under Article 7 of the Notice of Race. These images will be

selected by the Organising Authority in a process described later in this Annex. In accordance with Article 7.2 of the Notice of Race, these images are transferred to the Organising Authority's image bank and therefore become the property of the Organising Authority, which nonetheless grants a usage licence to the Participant concerned.

- **Participant race images:** This category includes race images taken by the Participant, transmitted to the Organising Authority and approved by the Organising Authority and the Participant according to the process described later in this Annex but not selected by the Organising Authority as payment in kind of entry fees. These images remain the property of the Participant, which nonetheless grants the Organising Authority a licence to use them.
- **Organising Authority images:** This category includes all visual and audiovisual content produced by the Organising Authority before the race and at race start and finishes. These images remain the property of the Organising Authority, which nonetheless grants each Participant a licence to use them.
- **Participant post-race images:** This category includes race images taken by the Participant but not transmitted to the Organising Authority **during the race**. These images remain the property of the Participant, which nonetheless grants the Organising Authority a licence to use them.
- **Post-race images in lieu of entry fees:** This category includes race images taken by the Participant but not transmitted to the Organising Authority **during the race**, provided after the race by each Participant as payment in kind of their variable entry fees as provided for under Article 7 of the Notice of Race. These images will be selected by the Organising Authority in a process described later in this Annex. In accordance with Article 7.2 of the Notice of Race, the images selected are transferred to the Organising Authority's image bank and therefore become the property of the Organising Authority, which nonetheless grants a usage licence to the Participant concerned.

III – Commitments of the Organising Authority

A – General

For the 2026 edition of the Vendée Arctique Les Sables d'Olonne, the Organising Authority is pursuing its strategy of maximum exposure of images (photos, videos, graphic creations, drawings, etc.) taken during the Vendée Globe in France and abroad.

To achieve this, it relies on an unwavering commitment to the widest possible distribution in order to:

- Provide the general public with the most extensive media coverage of the race and its skippers;
- Enable all participants and the Organising Authority to avail of audiovisual coverage in keeping with their respective commitments.

With this in mind, the participant will take part in the promotion and development of the race and will forward all items (texts, photos, visuals, audio recordings, videos, etc.) necessary to develop communication media for the race (media guide, website, mobile applications, social networks, films, etc.). These items must be forwarded within the timeframes laid down by the Organising Authority and must be usable free of copyright. They must be free to use for the Organising Authority as provided for herein.

This document enables the participant to avail of the means implemented by the Organising Authority, which benefits in turn from the participant's undertaking in terms of equipment, telecommunications and the sharing of information in particular. The parties have a common interest in access to maximum media exposure.

As such, the Organising Authority will notify the communication contact of each Participant of any significant media agreement concluded by it in relation to the race.

B – Benefits related to the race granted to participants

In exchange for complying with the commitments set out in the Notice of Race and in this document, participants will enjoy the following rights and benefits:

- Media coverage;
- Professional and impactful communication content;
- A gaming ecosystem;
- Professional crisis management;
- The establishment of an event village at the Start (with a crew area, workspaces, easy access to the pontoon for the team and its guests, a hospitality area, as well as easy access to the water area on the day of departure, parking spaces, pontoon spaces for team RIBs, etc.);
- Setting up an event village at the finish line, with parking areas for team equipment, meeting rooms, pontoon access facilities for the team and its guests, etc.;
- Setting up a dedicated protocol at the finish line;
- Brand, image, merchandising and promotional item rights;
- A dedicated professional race management service including:
 - IMOCA measurement professionals;
 - Race committee, jury and umpires;
 - Medical assistance during the race;
 - Dedicated meteorological service during the race;
 - Race control service provided 24 hours a day, 7 days a week during the race by the Race Management;
 - Positioning beacon loan service;
 - Security service for the start and finish areas.

C – Communication tools and resources deployed

1) Dedicated communication service providers

The OA will commission, under the terms of contracts that comply with public procurement rules:

- Audiovisual and photographic service providers to provide technical services for the production, creation, distribution and optimisation of audiovisual and photographic broadcasting in France and abroad;
- A media relations and creative services provider to manage relations with influencers and the media and maximise the event's impact;
- An editorial and digital services provider to manage and plan the editorial line, write content and manage the event's digital media;
- A web services provider to manage the event's web platforms;
- A mapping and ranking service provider responsible for mapping the race and establishing competitor rankings based on data received from spatial data providers via on-board positioning beacons throughout the race;

The names and contact details of the communications service providers will be communicated in a briefing note and/or in an addendum to this document at a later date.

These service providers will carry out their respective tasks as part of the widest possible multimedia coverage with the aim of promoting the race, the skippers, the institutional and private partners and the sponsors.

2) Extended media coverage

By participating in the Vendée Arctique Les Sables d'Olonne, each skipper benefits from media coverage orchestrated and financed by the OA to maximise the visibility of the event and the skippers.

From the specialist agency commissioned to the multimedia server that facilitates content distribution, from strategic media partnerships to the conquest of new media, from the diversity of editorial angles to TV distribution, every element of the package is designed to maximise media coverage.

a) A specialist agency dedicated to media relations and creators

The OA appoints a dedicated Media Relations and Influence service provider whose mission is to maximise the impact and media coverage of the event and, by extension, of each project.

This specialist agency will work directly with each skipper's press officers to orchestrate a coordinated and optimal media strategy, maximising exposure opportunities.

For each skipper and their sponsors, this ensures they benefit from professional expertise and an extensive media network without having to bear the full cost, as the OA invests in this system to promote all participants.

This synergy between the appointed agency and each skipper's communications team guarantees consistent, amplified and professional media coverage that maximises the visibility of the projects and the return on investment for their sponsors.

b) Strategic media partnerships to amplify visibility

The OA structures an ecosystem of media partners committed to the long term, far beyond simple one-off coverage, creating a sustainable and diverse media exposure network for the skippers.

Promotional agreements established with the media guarantee extended coverage of the event and its skippers before, during and after the race.

For each skipper and their sponsors, these partnerships represent a multiplication of media touchpoints without any additional effort, as the OA has negotiated editorial commitments from these media partners in advance.

These win-win relationships built by the OA create a favourable climate in which the media are committed to following the race and its protagonists.

In return, you will need to guarantee privileged access to these media partners, facilitating interviews and interactions that will feed into their editorial coverage.

This cooperation orchestrated by the OA ensures media coverage of the projects, maximising exposure for sponsors throughout their adventure.

c) A high-performance multimedia server for optimal distribution

The OA provides each participant with a secure, state-of-the-art multimedia server, shared across its three races, including the Vendée Globe, with nearly 1,300 journalists and content creators registered, greatly facilitating the distribution of content to the media.

This professional technical infrastructure allows each skipper to simply upload their photos, videos, audio and other content via FTP, which is then validated according to the established process and immediately made available to the media, content creators and their own communication teams.

For each skipper, this ensures wide, fast and secure distribution of their content without having to manage hundreds of media requests individually, as the server centralises and automates distribution.

Sponsors thus benefit from optimal visibility, as all content produced and validated becomes instantly accessible to the entire media and digital ecosystem, multiplying the opportunities for publication and exposure of their brands.

Personalised access rights for each participant, communicated via the Multimedia referent, guarantee simple and secure content management while respecting the necessary confidentiality.

Each participant also has access to professional images produced by the OA, representing considerable production value that they can use for their own communications and those of their partners, thereby enriching their library of premium content at no additional cost.

This server is a true collaborative platform where official content and skippers' content complement each other to create rich, diverse and constantly updated media coverage that maintains the interest of the media and the public throughout the race. Easy access for accredited media and content creators eliminates friction in distribution and encourages publication, transforming each piece of content submitted into a multiplied exposure opportunity for skippers and their sponsors.

d) Numerous and promising editorial angles

To reach audiences far beyond sailing enthusiasts and thus maximise the scope of the skippers' projects and the exposure of their sponsors, the OA is constantly enriching its narrative by exploring multiple and promising editorial territories.

This multiplicity of editorial angles will ensure that the skippers' stories are told in dozens of different types of media, each reaching specific audiences, thus creating total coverage far superior to that of a traditional sporting event and offering sponsors cross-sectional exposure to varied and complementary audiences.

e) Ever-increasing TV distribution

With 58 TV and digital channels broadcasting images of the Vendée Arctique Les Sables d'Olonne in 190 territories during the 2022 edition, the race enjoys significant television coverage. The OA intends to consolidate this coverage for the 2026 edition.

The diversity of broadcasters guarantees multi-segment exposure: generalist channels for mass awareness, sports channels for enthusiasts, rolling news channels for real-time coverage of highlights, and digital platforms for connected audiences.

Optimised distribution on new screens also ensures that the adventures will be accessible on smart TVs, tablets and smartphones via replay and streaming platforms, reaching modern audiences who have abandoned traditional linear television but remain heavy consumers of video content.

This expanded TV presence creates activation opportunities for sponsors, who can coordinate their advertising campaigns with broadcasts to maximise their impact.

3) Professional and impactful communication content

a) A professional and high-performance digital ecosystem and agency

By registering for the Vendée Arctique Les Sables d'Olonne 2026, each skipper benefits from a comprehensive, professional and high-performance digital ecosystem that multiplies the value of their participation and offers their sponsors a significant return on investment.

The OA and its service providers do not simply cover a race: they create an immersive digital experience that transforms each skipper's sporting challenge into an epic adventure, generating notoriety, engagement and commercial value for them and all their partners.

The Editorial and Digital service provider commissioned by the OA will be responsible for producing content for the OA's digital platforms (non-exhaustive list):

- Official event newsletter;
- Official Facebook group for the event associated with the Vendée Globe page;
- Official Vendée Globe LinkedIn page;
- Official French X account for the Vendée Globe;
- Official English X account for the Vendée Globe;
- Official Instagram account for the event;
- Official Tik Tok account for the Vendée Globe;
- Official YouTube channel for the Vendée Globe;

b) A reference website

The official website of the Vendée Arctique Les Sables d'Olonne offers significant visibility with 1.5 million page views, more than 580,000 sessions and millions of visits, 33% of which come from abroad (figures for the 2022 edition).

Each skipper has a personal space that is enriched and updated in real time, a veritable mini-site in their own image, featuring a detailed biography, exclusive photo and video galleries, race history and achievements, and direct access to social networks and personal websites.

Daily editorial content regularly highlights the adventure, strategy and history of each skipper, creating opportunities for millions of visitors to identify and connect with them emotionally.

The longevity of this showcase extends before and after the race, allowing you to capitalise on your participation for several years thanks to our enriched archives and our history section, which maintains interest in your project.

c) Race Tracker: the most consulted engagement tool of the race

Interactive real-time tracking mapping is at the heart of the Vendée Arctique Les Sables d'Olonne experience and represents a tool for continuously promoting each project and its sponsors throughout the race.

Viewed several thousand times a day during the sailing days, this map transforms each GPS position into a permanent spectacle accessible to all, 24 hours a day, 7 days a week, creating an uninterrupted digital presence that makes each skipper and their sponsors the protagonists of an adventure followed in real time by the whole world.

The user experience developed by OA goes beyond simply tracking points on a map: each boat is clickable and reveals a detailed file presenting each skipper with their photo, a brief biography, their sponsors and their clearly visible logos, real-time sailing statistics, their updated ranking and direct links to their personal space and social networks.

Advanced mapping features further enhance this experience: comparison mode allows users to track several boats simultaneously, creating narrative duels; trajectory replays visualise each skipper's tactical choices and strategy, transforming the map into an educational tool where experts and enthusiasts can analyse each decision and comment on the race; Overlaid weather layers (winds, pressures, temperatures, currents) contextualise each voyage and help users understand each strategy, generating in-depth discussions.

The addictive nature of mapping makes it an exceptional loyalty tool: users return to consult it several times a day, creating daily rituals where checking your position becomes a compulsive reflex for hundreds of thousands of people. This recurring consultation generates a gradual familiarity and attachment to each project and its sponsors, transforming repeated exposure into lasting memorisation and brand preference.

For sponsors, this cartographic presence ensures cross-cutting exposure at all points of contact with the race's audiences, creating visual consistency and optimal brand repetition for memorisation.

Ranking frequency

For the Vendée Arctique Les Sables d'Olonne, the OA is considering the following ranking frequencies:

- Updates every 2 minutes from 12:32 (30 minutes before the start) and until 3 p.m. FR;
- Updates every 30 minutes during the race;
- Updates every 2 minutes within a 50 nm circle of the finish line;

The schedule for broadcasting the rankings is subject to change and will be confirmed in due course and in any event before the start of the race.

d) Powerful social media networks supported by the Vendée Globe

Our social media channels constitute one of the most engaged communities in world sailing, with a combined total of 1.6 million followers (2024 figures) across all Vendée Globe platforms, representing exceptional organic reach potential for each project and its sponsors.

During the event, the skippers' exploits, messages and content are relayed to this massive audience via our official posts on:

- The official Vendée Arctique Les Sables d'Olonne Facebook group associated with the Vendée Globe page;
- The official Vendée Globe LinkedIn page;
- The official French Vendée Globe X account;
- The official English Vendée Globe X account;
- The official Vendée Arctique Les Sables d'Olonne Instagram account;
- The official Vendée Globe Tik Tok account;
- Official YouTube channel of the Vendée Globe;

In 2024, the audience generated by the Vendée Globe through 180,000 dedicated posts peaked at 9.35 billion impressions for more than 31 million engagements.

Our editorial strategy ensures fair and regular coverage of each skipper with daily rotating spotlights, thematic focuses highlighting different aspects of their adventure, and content creation showcasing their unique stories.

The varied formats produced by OA – from intimate Instagram stories to viral TikTok videos, analytical X threads to corporate LinkedIn posts – enable us to reach diverse audiences and highlight different facets of each project to targeted audiences.

e) Professional video content and live coverage to tell the story of each adventure

The OA deploys an audiovisual production strategy that transforms each adventure into a captivating visual saga broadcast on TV and digital platforms. With 58 broadcasters covering 190 territories and more than 125 hours of cumulative broadcasting, this video system offers skippers and their sponsors high-quality audiovisual exposure throughout the race.

The OA deploys a veritable production factory with dedicated professional teams – directors, cameramen, editors, drone operators, motion designers, community managers, etc. – who generate dozens of pieces of content throughout the event, featuring the skippers, from short viral formats of 15 to 60 seconds optimised for TikTok and Instagram Reels to 26-minute documentaries for TV broadcast.

The event's official YouTube channel, which has over 200,000 subscribers, becomes a permanent showcase where content accumulates views for months and years after the race, creating exceptional residual value.

This production represents an investment of several hundred thousand pounds by the OA as part of the race. Technical expertise and investment in innovative capture technologies guarantee spectacular, cinema-quality images that maximise the value of the projects and create memorable content.

The OA's expertise in video storytelling transforms the technical aspects of the race into emotional narratives accessible to the general public, promoting the performance of each skipper to audiences far beyond sailing enthusiasts and significantly increasing the return on investment for its sponsors.

In addition to the productions created by OA, the organisation has put in place a comprehensive system to promote content from on board. Raw content is handled by post-production teams who edit it professionally to enhance it and create versions adapted to different platforms.

By participating in the Vendée Arctique Les Sables d'Olonne, each skipper benefits from a video and live system that transforms each adventure into an audiovisual saga broadcast on TV and digital media, offering sponsors continuous, diverse and measurable visual exposure that maximises their return on investment.

f) Exceptional photography: capturing the beauty of each project

Professional photographic coverage of the event produces hundreds of exceptional shots that immortalise each adventure and constitute valuable visual assets for the communication of each skipper and their sponsors.

Renowned maritime photographers mobilised by the OA capture the iconic moments of the event – the village, the start in front of thousands of spectators, the triumphant arrival on the legendary channel cheered on by the crowd – creating images that will remain in the history of the Vendée Arctique Les Sables d'Olonne.

These professional high-definition photographs are made available to the media and to each skipper and their sponsors for use in their communications, representing real added value.

The coverage guarantees a constant flow of images promoting each boat and its sponsors' logos, generating premium promotional opportunities.

The images captured by the skippers on board during the race benefit from the expertise of professionals commissioned by the OA in post-production and the mass distribution capacity offered by the multimedia server, which centralises all the photos and facilitates access to them for the national and international press, generating media publications that amplify the visibility of each skipper and their sponsors without any additional effort.

The themed galleries set up by the OA on the website and social networks regularly showcase images from each project to millions of visitors, creating moments of high exposure.

For sponsors, photography offers great opportunities for lasting visibility with premium images that can be used for their promotional materials.

Photography sessions:

The photographer commissioned by the OA will contact the skippers to jointly establish a schedule of times for sessions to produce the official images.

The skipper undertakes to make himself available for one official photo shoot:

- Official photo of all competitors taken on the initiative and under the control of the OA during the inauguration of the Village on 30 May 2026 or at a later date in the event of adverse weather conditions;

4) The Vendée Arctique Les Sables d'Olonne Virtual: a powerful gaming ecosystem

a) A driver of engagement

The exclusive partnership with Virtual Regatta has created an exceptional gaming ecosystem that transforms tens of thousands of players into active supporters of the race, generating a level of engagement and identification that is unparalleled in sport.

Each player logs in an average of four times a day for a cumulative total of more than an hour. They sail virtually on the same course as the skippers, make the same tactical decisions in the same weather conditions, and compare their performance to the elite of ocean racing, creating a deep cognitive and emotional connection that makes each skipper a hero and role model.

For sponsors, gaming offers innovative activation opportunities with the presence of boats and their liveries in the game, which is played by a million players every day, possibilities for content integrated into the gaming experience, product placements and the organisation of challenges and competitions dedicated to sponsors, generating engagement and brand association with the gaming world, which considerably rejuvenates the image of the skipper and that of their sponsors.

The game thus further broadens the audience with simplified mechanics that allow non-initiates to discover the world of sailing and become even more attached to the skippers' adventure, creating opportunities to convert players into fans and then into potential customers for sponsors.

Finally, the integration of gaming extends engagement well beyond the race, with players continuing to sail virtually in other races and follow the adventures of their favourites.

b) Virtual Regatta: exclusive gaming partner

Participants and partners are informed that an exclusive licence has been granted to Virtual Regatta for the creation, organisation and operation of any virtual sailing race game, on any platform, web, iOS and Android, including, but not limited to, activations with gaming principles, for the Vendée Arctique Les Sables d'Olonne race, which participants and partners undertake to comply with.

The virtual game will be available on the website www.virtualregatta.com in French and English at a minimum.

The OA and Virtual Regatta will offer customised activation packages for the game to all Participants and stakeholders concerned in due course.

Virtual Regatta contact:

- Louise FOSSORIER - louise.fossorier@52-entertainment.com

D – Crisis communication

The OA undertakes to set up a crisis communication process in direct liaison with the Race Management, its communication service providers and the Participants.

The OA will share this process with all Participants and stakeholders concerned in a timely manner and, in principle, before the start of the Race.

E – The event village: an exceptional showcase

The unique combination of a massive public exhibition and B2B hospitality makes the Vendée Arctique Les Sables d'Olonne a comprehensive promotional platform that simultaneously maximises the popular appeal and commercial effectiveness of each project, offering sponsors a multidimensional return on investment.

1) Start village: an public reception facility

The Vendée Arctique Les Sables d'Olonne Village set up by the OA is much more than just an event space: it is a veritable showcase in Les Sables-d'Olonne that transforms each participation into a spectacle accessible to the general public and offers sponsors continuous exposure for nine days.

The 2022 edition of the village welcomed nearly 60,000 visitors, and on the day of departure alone, 10,000 spectators gathered along the channel, the coastline and in the town, creating a real popular gathering that offered sponsors physical visibility in front of an enthusiastic and committed crowd.

At the heart of the village, the IMOCA pontoon is the absolute star attraction, a veritable maritime theatre where each boat becomes a star accessible to the public, who can admire it up close and feel the palpable excitement of being so close to these exceptional racing machines. This privileged nine-day exhibition of the IMOCA generates thousands of

daily visits, creating massive repeat exposure that firmly anchors the project and its sponsors' logos in the collective memory of visitors.

Completely free access to the village allows us to reach audiences of all ages and diverse socio-professional categories, maximising the democratic reach of the event and the exposure of the projects to family and intergenerational audiences, which is particularly valuable for sponsors.

The mobilisation of dozens of volunteers trained and supervised by the OA ensures a warm welcome, high-quality information and smooth traffic flow, transforming the visit into a memorable positive experience and creating optimal conditions for visitors.

The promotional and awareness-raising stands set up in the village allow sponsors and the causes championed by the skippers to benefit from exceptional activation and visibility opportunities with a captive audience of over a million qualified and committed visitors.

The OA's environmental roadmap – waste management, soft mobility, responsible catering, water and energy management, etc. – positions the event and, by extension, each project in a positive light.

2) B2B hospitality for sponsors

In addition to welcoming the general public, the Vendée Arctique village in Les Sables d'Olonne offers professional hospitality facilities that constitute a valuable asset for sponsors by providing them with networking and commercial opportunities.

The B2B area offers facilities that enable sponsors to organise corporate events that enhance their image and strengthen their commercial relationships.

The organisation of various B2B events transforms this convivial space into a real hub where business and passion meet, offering sponsors varied and complementary activation formats that maximise the commercial exploitation of their commitment to the skipper's project.

For skippers, these hospitality opportunities create privileged opportunities to meet the leaders and decision-makers of their sponsors' partner companies, forge strong personal ties and embody the project they are financially supporting, transforming contractual relationships into emotional attachments that promote the sustainability of partnerships and renewals of commitment to the Vendée Globe.

3) Professional logistics facilities

Beyond the public village and B2B hospitality areas, the OA deploys a comprehensive and professional logistics system in the crew area, transforming the village into a veritable operational base for team preparations and ensuring ideal working conditions for the skipper and their technical team.

Access to the Media Centre for communication teams provides them with a professional workspace while ensuring immediate proximity to journalists and content creators.

The accreditation system managed by the OA secures access to sensitive areas while facilitating the movement of teams, sponsors and guests, ensuring an optimal balance between security and operational fluidity.

The reception of semi-rigid support boats and the expert guidance of the Race Management and Nautical Coordinator ensure optimal coordination of all maritime operations, from training sessions to final trials, guaranteeing safety and efficiency in port manoeuvres.

The professional WiFi connectivity deployed throughout the village allows teams to carry out their missions in optimal conditions. The secure power supply, sized to meet the significant battery charging and technical equipment power requirements, guarantees the energy autonomy of operations without the risk of power cuts or overloads.

Finally, the cleaning service keeps the common areas clean and facilitates the maintenance of the work area, creating a professional and pleasant environment that reflects the high standard of the event.

This comprehensive logistics package, which costs tens of thousands of pounds to set up, is fully covered by the OA and is a major asset that greatly facilitates each participation and optimises the final preparation conditions for each project.

4) Finish village: the climax of the adventure

The finish village in Les Sables-d'Olonne is the emotional and media highlight of the adventure for each finishing skipper, transforming the crossing of the line into a moment of communion with the public, the media and sponsors in an event orchestrated by the OA to maximise the celebration of these achievements.

The iconic finish channel, lined with spectators gathered on the jetties, creates a corridor of emotion unique in the world, where the skipper progresses to the cheers of a crowd saluting their performance, offering sponsors exceptional visibility with the boat in their colours filmed from all angles during this triumphant return.

The finish line area set up on the esplanade allows for a spectacular public celebration with speeches in front of the supporters present.

For the media, the OA deploys a professional coverage system that guarantees optimal media coverage of the finishes and maximises exposure for sponsors. The on-water coverage involves support boats carrying journalists, photographers and TV crews who capture the final miles of sailing and the crossing of the finish line in privileged conditions, producing spectacular images that will ensure each skipper's feat remains etched in the collective memory.

The interview on the pontoon, organised immediately after docking, in the raw emotion of the moment, captures the first authentic reactions and generates moments that are broadcast and shared on social media, creating peaks of visibility.

For sponsors, the finish village offers premium activation opportunities and exceptional moments of shared emotion. The OA-supervised follow-up on the water allows you to bring your guests and strategic decision-makers on board to follow your arrival up close, creating a unique and privileged emotional experience that is absolutely impossible to achieve in any other sporting context.

The private areas in the finish village allow your sponsors to welcome their guests in premium conditions to celebrate your performance together, creating moments of emotional connection between the brands, their customers and the skipper's achievement, which significantly reinforce the impact and memorability of their commitment.

The entire finish line set-up, the organisation of which represents a considerable logistical and human investment covered by the OA, transforms each crossing of the finish line into an event where sporting, emotional, media and commercial dimensions combine to create a moment of absolute apotheosis that crowns each adventure with dignity.

IV – General obligations of Participants

A – Communication with the Organising Authority

1) Skipper area on the website: www.registrations.saemvendee.org

The Organising Authority has invested in the development of a new platform to streamline management of applications and registrations for the Vendée Globe while enhancing protection of participants' data. To optimise management, the platform will be the same for the Vendée Arctique Les Sables d'Olonne and the New York Vendée races, saving participants time in putting data.

This area is accessible via the website www.vendeeglobe.org via a personal private area. This is where Participants declare their official registration. Each Participant must fill in all information requested in their personal area. All Participant contacts must be listed in this personal area. Any change in the Participant's contact details must be immediately entered directly in this area.

The Organising Authority will only take account of contacts entered in this area for communicating with Participants.

2) Communication contacts

Once Participants are officially registered, they must list a communication contact in their personal area and provide his or her contact details. This contact can be changed throughout the Vendée Arctique Les Sables d'Olonne period, but any change must be made in the Participant's personal area in order to be taken into account.

Depending on the size of their teams, Participants can list different contacts for each communication position or the same contact for several positions. Participants can list one or more substitute(s) for each position so that they can structure their "teams" as they see fit. Note that non-registered contacts will not receive communications from the Organising Authority.

The points of contact to mention are those of the Participant (see section I.C The Participant).

3) Notifying the Organising Authority of marketing and communication operations

The Participant will make its best efforts to inform the AO, prior to their implementation, of its major marketing or external communication operations directly related to the Vendée Globe (promotional, advertising, documentary, artistic, commercial, media, etc.).

B – Skipper involvement in Race public relations

The Skipper undertakes to take part in all the Organising Authority's official events and public relations operations and to comply with the schedule and with the obligations set out in the Annex "Obligations" to the Notice of Race provided on pain of penalties.

Unless otherwise specified by the Organising Authority, the travel, catering and accommodation costs for these events will be borne by the Participant.

C – Equipment carried on board

1) General obligations of the Participant

The Participant undertakes to carry the following equipment on board, at the request of the Organising Authority:

- Positioning beacons for live tracking;
- Audiovisual equipment;
- Any other equipment used for communicating the event.

Given the rapid evolution of communication and audiovisual recording technologies, the exhaustive list of mandatory equipment, their detailed technical specifications and the precise methods of installation and use will be communicated to Participants in an addendum to this document.

The equipment detailed below, as well as the mechanics of content transmission between the boat and land, are for information purposes only and are likely to be amended.

These topics will be discussed by a working committee set up by the OA as part of the Vendée Globe in conjunction with the various stakeholders in the race, in particular the participants, and whose work may result in amendments to this document by way of an addendum.

2) Mandatory equipment on board IMOCA boats

Participants are required to have all of the equipment listed below on board their registered boats in good working order.

a) Satellite data transmission equipment

Mandatory equipment:

- A Starlink Marine antenna for communications between land and the boat.
- An Inmarsat Fleet 250 (or Fleet 500) and/or an Iridium Certus antenna as a backup means of data transmission.

b) Audiovisual recording equipment

Mandatory equipment:

- A latest-generation waterproof smartphone: main source of video and audio recording;
- A DJI Osmo-type camera stabilisation device;
- A waterproof mobile HD (1080p) backup camera that can be placed outdoors (outside the cockpit/roof). A waterproof backup smartphone or action camera can fulfil this function;
- A fixed waterproof HD (1080p) external camera that can be used as an auxiliary camera during live broadcasts and as a video source for the start and finish;

c) Audio recording equipment

Mandatory equipment:

- A Bluetooth audio recording solution;
- A wired backup solution for Bluetooth audio recording equipment if this mode is used for recording;

d) On-board network equipment

Mandatory equipment:

- A WiFi hotspot providing internet access via on-board satellite links, to which smartphones can connect. WiFi coverage must extend throughout the entire boat.
- Equipment enabling WiFi antennas to be moved to provide better coverage of the cabin, deckhouse and deck.

e) Software solution & live videoconferencing equipment

The Participant must be equipped with an 'Ektacom'-type solution comprising a set of mobile applications providing the following services:

- Live duplex satellite broadcasts with the OA and the main TV production companies, using several camera sources on the fly;
- Audio transmissions via satellite with the OA;
- Audio/video recording with on-the-fly editing (multi-camera recording);
- Compression and transmission via satellite of multimedia data in the format required by the OA;

Minimum video file specifications:

- Format: 1080/25p HORIZONTAL RATIO 16/9 - H265
- Resolution: 1920 pixels x 1080 pixels
- Frequency: 25 frames/second or 50 frames/second
- Internal video bitrate: 3 Mbits/second
- Internal audio bitrate: 128 Kbits/second
- NO LUT OR OTHER COLOUR CORRECTION
- These specifications allow for a 9/16 crop (1080 vertical x 608 horizontal)

3) Testing and Validation of the Filming Chain

a) Support from the AO's Audiovisual Provider

The Participant may contact the AO's audiovisual provider to test the entire final filming, editing, and transmission chain for their onboard video footage, as well as their live video system, including the quality of the audio links.

b) Content Transmission

Onboard videos and photos must be sent to the boat's FTP account provided by the AO on the sea reception server.

Connection parameters:

- The "IP Address / Username / Password" parameters will be provided by the AO's audiovisual provider.

c) Testing and Validation of the Filming Chain

Tests must be carried out under real-world conditions during a race or a sea outing off the coast, in consultation with the AO's audiovisual provider. The final filming, editing, and transmission chain, as well as the videoconferencing system, must be approved by the Organizing Committee (OC) before Departure.

4) Recommended Additional Equipment to Optimize Communication

Beyond the mandatory equipment, the OC strongly encourages Participants to bring additional equipment that will significantly enrich the narrative of their adventure and showcase their sponsors.

Professional Cameras:

- Compact and robust 4K cameras strategically positioned (cockpit, foredeck, mast) offering multiple perspectives;
- 360° cameras and virtual reality for innovative immersive content;
- Waterproof and shockproof cameras designed for extreme marine conditions;
- Continuous recording system with storage on high-capacity disks/cards;

Professional Audio Equipment:

- High-quality wireless lavalier microphones for hands-free recording of commentary and emotions;
- External directional microphone to capture ambient sounds (waves, wind, hull);
- Multitrack audio recording systems with noise reduction;

Enhanced satellite connectivity:

- Automatically stabilized satellite antennas;
- Intelligent compression systems to optimize transmission;
- Professional marine routers managing transmission priorities;
- High-capacity lithium batteries and dedicated solar panels;

D – Organising Authority brandings / IMOCA rules

1) General

Pursuant to Regulation 20 of the World Sailing Advertising Code as implemented by the advertising code of FF Voile, boats are required to display advertising chosen and provided by the Organising Authority.

In addition to the IMOCA class rules, each boat must display the brandings specified in this Annex, including when image banks are being compiled.

Promotional branding on IMOCA must comply with French legislation prohibiting the advertising of certain products or services (tobacco and tobacco products, alcoholic beverages, weapons, medication, legal assistance) and other statutory prohibitions. The participant is responsible for ensuring that this legislation is adhered to.

All branding described below, excluding the communication mainsail, will be produced and paid for by the Organising Authority. One copy will be provided per boat.

Participants are responsible for affixing brandings in compliance with the master drawings in Appendix 1 and 2 and for ensuring they remain legible until the boat arrives in the port of Les Sables d'Olonne at the end of the race.

In any event, all visual elements must comply with the master drawings in Appendix 1 and 2 and all IMOCA boat brandings must be submitted to the Organising Authority for approval.

The various branding elements, visuals, size and location may change subject to an amendment to this document.

Any Participant who does not comply with the branding obligations will incur the relevant penalties (see the "financial and/or sports penalties Apendice" of the Notice of Race).

2) MANDATORY race branding

The Participant's IMOCA is required to display the race markings PERMANENTLY:

- **During the creation of the various image banks for the event;**
- **During the event, from the boat's arrival in Les Sables d'Olonne, throughout the duration of the event villages, throughout the entire runs, throughout the entire race, and until the end of the event, unless otherwise specified below.**

List of race markings:

- An **"OA Partner" insignia on the mainsail** (3 meters in diameter / 7.06 m²):
 - The "OA Partner" insignia must measure 3 meters in diameter, i.e., 7.06 m²;
 - The marking must be present on the port and starboard sides, above the first reef and at 1/3 of the mast height from the deck.
 - A 0.5 m zone on each side of the marking must remain neutral and free of any other markings.
 - The location of this marking will be systematically validated by the OA prior to installation, based on a plan.
- A **"Vendée Department" flag** (2 m x 1.5 m) on the port rigging and a **"Sodebo" flag** (2 m x 1.5 m) on the starboard rigging:
 - For boats with conventional rigging, the flags must be installed in the shrouds;
 - For boats with outriggers, the flags must be installed in the running backstays;
 - These flags may be removed by the skipper just before sunset on the day of the race;
 - These flags must be re-uploaded by the skipper as they approach the finish line (the skipper may request an exemption from the Organizing Authority if conditions do not allow for the safe re-

uploading of these flags. If the Organizing Authority grants such an exemption, the skipper and/or their crew must re-upload these flags as soon as possible after crossing the finish line).

3) Mandatory Village Markings

The Participant's IMOCA is required to display the village markings **PERMANENTLY**:

- Upon arrival in Les Sables d'Olonne and throughout the duration of the race village;
- Upon return to Les Sables d'Olonne and until the end of the event.

Village markings list:

- **A line of 5 flags from the OA partners on the foredeck (2m x 2.5m per flag):**
 - This line of flags is not required for the creation of the Image Banks;
 - This line of flags must be collected from the Race Direction office at the Fishing School from May 28th and must be on board the boat from 8:00 AM on May 30th and for the entire duration of the event village;
 - This line of flags may only be removed on the day of the start by the skipper and/or crew once the boat has completely cleared the Sables d'Olonne Channel, i.e., the virtual line between the two jetties;
 - This line of flags must be replaced by the skipper and/or crew once the finish line has been crossed and before entering the Sables d'Olonne Channel.

4) IMOCA Marking

The IMOCA marking on the mainsail head must be approved by the IMOCA class.

It cannot display, in any form whatsoever, any other sailing race.

E – Media relations

The Participant undertakes not to enter into any exclusivity agreement, commercial or otherwise, with any publisher, producer, broadcaster or media whatsoever and whatever the media used, from the inauguration of the Start Village to the skipper's finish or retirement from the race. The exclusivity agreement is defined herein as an agreement by a Participant to reserve images for a publisher, producer or broadcaster.

Nevertheless, the Participant may enter into an **agreement in relation to the initial broadcasting rights**, in which case s/he can ask the Organising Authority to reserve the provision of the relevant images and sound for initial broadcast to a specific broadcaster. After the first broadcast by that broadcaster, the images and sound concerned will be made available to all broadcasters.

Participants may under no circumstances enter into agreements in relation to initial broadcasting rights without the express agreement of the Organising Authority, issued within a reasonable period of time after presentation of the project. Any refusal of the OA will be justified.

In this situation, the participant must ensure that the partnership agreement entered into complies with this rule defined by the Organising Authority and must keep the Organising Authority informed.

The Participant may not enter into agreements with media outlets/production companies implying that s/he is being followed in various areas of the event (organisation areas, village, pontoon, crew area, etc.) without notifying the Organising Authority's official press office and obtaining its express approval before the village opens.

Any Participant who does not comply with the branding obligations will incur the relevant penalties (see the "financial and/or sports penalties Apendice" of the Notice of Race).

F – Pre-race image bank

1) Pre-race photos and videos

a) Organising Authority requirements in terms of pre-race images

To help publicise Participants in race communications, the Organising Authority requires Participants to provide a set of pre-race images comprising:

10 (ten) photographs, including at least:

- 1 (one) half-length (face and upper body) front view portrait of the Skipper wearing his/her official team apparel;
- 2 (two) onboard action photos (Skipper manoeuvring, Skipper at the helm, Skipper at the chart table, Skipper at the coffee grinder, Skipper in his seat, etc.)
- 1 (one) photo of the boat displaying all official racing markings (visible cockpit lights, visible markings on the sails, visible flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from a launch
- 1 (one) photo of the boat displaying all official racing markings (visible cockpit lights, visible markings on the sails, visible flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter;

10 (ten) minutes of video footage distributed as follows:

- 1 (one) minute of "behind-the-scenes" footage (skipper's physical preparation, boat construction, launching, measurement tests, team work, etc.);
- 1 (one) minute of "onboard" footage, in all weather conditions (light winds, medium winds, breezes) and at various points of sail (close-hauled, downwind);
- 1 (one) minute of footage of the boat displaying all official race markings (visibility of the gunwales, visibility of markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) filmed at sea from a launch.
- 2 (two) minutes of footage of the boat displaying all official race markings (visibility of the cockpit lights, visibility of the markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter;

b) Reminder of the Notice of Race concerning “pre-race images”

Among these “pre-race images” to be provided, and in order to contribute to the creation of a minimum visual record of the race, Article 7 of the Notice of Race specifies that the fixed entry fees in kind are paid by the Participant to the Notice of Race through the submission of a set of “pre-race” images consisting of:

5 (five) photographs, including at least:

- 1 (one) “portrait” photo of the Skipper facing forward in the official Team uniform;
- 2 (two) onboard action photos (Skipper maneuvering, Skipper at the helm, Skipper at the chart table, Skipper at the coffee grinder, Skipper in his seat, etc.)
- 1 (one) photo of the boat displaying all official racing markings (visible cockpit lights, visible markings on the sails, visible flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from a launch
- 1 (one) photo of the boat displaying all official racing markings (visible cockpit lights, visible markings on the sails, visible flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter;

5 (five) minutes of video footage distributed as follows:

- One (1) minute of "behind-the-scenes" footage (skipper's physical preparation, boat construction, launching, measurement tests, team work, etc.);
- One (1) minute of "onboard" footage, in all weather conditions (light winds, medium winds, breezes) and at various points of sail (close-hauled, downwind);
- One (1) minute of footage of the boat displaying all official racing markings (visibility of the gunwales, visibility of markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) filmed at sea from a launch. • 2 (two) minutes of footage of the boat displaying all official race markings (visibility of the cockpit windows, visibility of markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter;

The “pre-race” footage provided as part of the entry fee payment, in accordance with Article 7.2.1 of the Notice of Race, is selected by the Organizing Committee from all the “pre-race” footage submitted under Article IV, F, 1, a) of this Appendix.

c) Procedures for taking and transmitting pre-race images

The Participant agrees to submit the footage specified in the preceding article (IV, F, 1, a) in accordance with the following procedures.

Please note that the technical criteria applicable to "pre-race" images are subject to change as the event approaches, and Participants must comply with any such changes.

~~Pre-race images must be sent to the AO exclusively by digital means: FTP account, file link (WeTransfer, Smash, etc.) before May 12, 2026, at 12:00 p.m.~~

Due to the press conference on May 19, 2026, the AO asks participants to provide a minimum number of photos and videos to illustrate their project during this key media event.

The AO will accept “neutral” images without any Vendée Arctique branding—or branding from any other race—for this conference. These “neutral” images must be sent to the AO exclusively by digital means: FTP account, file link (WeTransfer, Smash, etc.) before May 12, 2026, at 12:00 p.m.

Pre-race photos and videos with markings must be sent to the AO exclusively by digital means: FTP account, file link (WeTransfer, Smash, etc.) before May 26, 2026, at 12:00 p.m.

Participants undertake to produce most pre-race images with the official brandings of the race (IV, D).

~~"Pre-race" images must be submitted to the AO exclusively via digital means: FTP account, file link (WeTransfer, Smash, etc.) before May 12, 2026, at 12:00 PM.~~

Participants who fail to submit their quota, or submit it late, will be subject to a penalty (see Appendix "FINANCIAL PENALTIES" of the AC).

Videos taken as pre-race images must be forwarded to the Organising Authority in line with the following technical criteria:

- Pre-edited images in the form of end-to-end international version (IV) images and sounds = raw images, i.e. no music, no off-camera voice, no in-frame voice, inlay, slow motion or effect on images, etc.
- Mp4 UHD or .mov files in 25 images per second;
- Codec: H264 (330mbs), H265 (330mbs), ProRes (880mbs);
- Image size: 3840 x 2160 (UHD);
- Audio AAC/mp3 – 48kHz;

Photographs taken as pre-race images must be forwarded to the Organising Authority in line with the following technical criteria:

- 2500 pixels minimum;
- Compression higher than 60% or 7 depending on the software used;
- Minimum file size: 800 KB;
- Files in landscape format.

d) Potential creation of an image bank by the Organising Authority during runs

The Organising Authority may organise a mandatory image bank session, involving a helicopter in particular, between the first and second run.

The race brandings (mainsail insignia and flags of the Organising Authority's partners to port and starboard) MUST be present on the IMOCA.

When compiling images for the image bank, guests must leave the skipper visible alone outside on the boat.

G – Communication about the Participant

1) General rules

Participants may use the **personal image** and **name of their skipper** in specific sponsorship agreements and can therefore promote their sponsors before, during and after the Vendée Arctique Les Sables d'Olonne, subject to the following terms and conditions:

- They must **comply with the laws and regulations in force** (e.g. the Evin Act banning alcohol advertising);
- They must not use **any property of the Vendée Arctique Les Sables d'Olonne (race logo, etc.)** or may **ONLY** use **property available for use by Participants** and their Sponsors in accordance with the rules laid down in this Annex (competitor logo, #vendéearctique, etc.)

Sponsors that have entered into a particular agreement with a Participant are free to use his or her image and to set up advertising campaigns, provided that they do not use the distinctive signs or any other property of the Organising Authority of the Vendée Arctique Les Sables d'Olonne except for the distinctive signs listed in the Charter appended hereto (Participants and/or sponsors wishing to use these images must apply in writing to the Organising Authority).

Participants may freely participate in promoting their sponsors provided they abide by the same terms and conditions.

For the purposes of their own communications, commercial or otherwise, and those of their sponsors, commercial or otherwise, Participants undertake to respect the Organising Authority's property rights and monopolies of use.

They shall ensure that their sponsors, partners, sub-contractors, employees and agents accept and abide by the terms of all regulations set out in this Annex.

They **undertake not to take part in any ambush marketing**, defined here as involving any action enabling a brand to reap economic benefits from the Race (in terms of visibility, customers, reputation, etc.) unduly (i.e. without being a direct partner).

2) Visibility of Villages

Participants may reserve areas defined and authorised by the Organising Authority in the event villages.

As regards the Participant's visibility in such areas, it is stipulated that in order to safeguard the interests of the Organising Authority's partners, Participants may not:

- **showcase products that compete with the Organising Authority's partners unless expressly agreed by the Organising Authority.**
- **market products that compete with those of the Organising Authority's unless expressly agreed by the Organising Authority.**

3) Skipper withdrawal, non-selection, disqualification or retirement

When registration end, only registered participants may continue to use any and all of the distinctive signs of or property of the Vendée Arctique Les Sables d'Olonne .

Participants undertake not to communicate to television and other video broadcasters images of their boat with the Vendée Arctique Les Sables d'Olonne colours throughout the race, if the boat, previously an applicant or registered, ultimately does not start the race, is forced to retire from the race or is disqualified.

Participants undertake not to use the distinctive signs and/or property of the Vendée Arctique Les Sables d'Olonne if the boat, previously an applicant or registered, ultimately does not start the race, is forced to retire from the race or is disqualified. In this scenario, they must withdraw or have withdrawn from sale any and all products using the distinctive signs and/or property of the Vendée Arctique Les Sables d'Olonne.

Participants that are forced to retire from the race or are disqualified must obtain the express approval of the Organising Authority to continue communicating images of their boat in the colours of the Vendée Arctique Les Sables d'Olonne to television channels and other video broadcasters and to continue to use the authorised distinctive signs and property of the Vendée Arctique Les Sables d'Olonne.

~~For participants that are forced to retire from the race or are disqualified, the Organising Authority will have priority in announcing their retirement from the race to the public and/or media via any communication channel.~~

In the event that a participant is forced to withdraw from the race, or is disqualified, the Organising Committee and the participant's crisis communications officer will coordinate to announce this withdrawal simultaneously to the public and/or the media via any communication channel.

If, before the race, a partnership agreement has been agreed between a competitor and a daily newspaper, a magazine or a news website in relation to broadcasting a regular contribution on a daily, weekly or monthly basis, participants must ensure that the partnership agreement entered into complies with this provision, failing which they may incur a financial penalty as listed in the "financial and/or sports penalties Apendice" of the Notice of Race).

H – Branding and Sponsorship Restrictions

1) Race Partner and Participant Sponsors

The participant must ensure that any party they designate as a team sponsor does not present itself at any time, in any medium whatsoever, as a race partner, nor behave in a manner that could reasonably be interpreted as that of a race partner, unless this status has been expressly acquired through a separate agreement with the Organizing Authority (OA).

2) Prohibited Sponsorship Categories

The following partnership categories are prohibited, and the participant may not enter into any race-related agreement with any party whose principal business relates to the prohibited categories or similar activities, nor display or facilitate the display of any logo or trademark associated with the prohibited categories:

- Tobacco and tobacco products;
- Sponsorship related to religious or political affiliations or messages;
- Products with sexual/pornographic connotations;
- Weapons, ammunition, military equipment;
- Illegal products or services (drugs, narcotics, etc.);
- Any other category prohibited by applicable national legislation;

3) Restricted Sponsorship Categories

The Organizing Committee (OC) reserves the following partnership categories, designated as "restricted."

A participant may be authorized to designate a sponsor within a restricted category, provided the OC gives its written consent. Any refusal by the OC must be justified.

The OC will analyze each proposal on a case-by-case basis within the restricted categories listed below:

- Gambling and betting;
- Pharmaceuticals and health;

- Alcohol;
- CBD products;
- Public authorities;
- Food and beverage;
- Watches;
- Energy industry and related sectors, including but not limited to: oil, gas, coal, nuclear, and plastics manufacturers.
- Any other sponsorship category notified to the participant by the Sponsor by addendum, provided that the participant has not, as of the date of notification, entered into a sponsorship agreement with a third party in that category.

The participant is required to comply with all applicable national and local laws regarding sponsor designation and branding restrictions.

4) Ambush Marketing

The participant must, as soon as reasonably possible, inform the Sponsor of any ambush marketing of which it becomes aware.

The participant must provide all reasonable assistance to the Sponsor and, when reasonably requested by the Sponsor, take all necessary steps to help stop and remove any form of ambush marketing related to its sponsors.

V – RUNS day

The Organising Authority will organise time trial runs in the Bay of Les Sables d’Olonne on **Thursday, June 4, 2026**.

Participation is mandatory for all participants.

Two (2) places on board the IMOCA will be reserved for the OA to accommodate its partners, as well as media and/or content creators.

The course, determined by the Race Committee, will be announced in due course.

VI – Start day

A – General

The Start of the Vendée Arctique Les Sables d’Olonne is one of the highlights of this event, intermingling intense emotion and connection with the public.

The Organising Authority uses communication resources to ensure that the quality and reliability of the Vendée Arctique Les Sables d’Olonne lives up to its reputation.

The Organising Authority will make two live-streamed broadcasts on the Start Day:

- Live streaming of channel exit in the morning;
- Live streaming of departure at sea in the beginning of afternoon.

The Organising Authority implements a strategy based on the distribution of non-exclusive multiplatform rights for broadcasting the Vendée Arctique Les Sables d'Olonne, including the Starting Signal.

This is supplemented by the production of video content adapted for digital media to reach the widest public possible in France and internationally, through all audiovisual actors.

Lastly, the Organising Authority will work actively with Participants to mobilise their followers on its communication media.

B - Protocol for the day

The protocol for the Start Day will be provided to Participants by the Organising Authority **at the Reception Briefing on May 2026 the 30th**. Participants undertake to abide by this protocol in relation to Start Day.

C- Participants' digital communication

Participants, via their media person/crew members/PR person, will be authorised to set up direct feeds to digital platforms following the protocol drawn up by the Organising Authority (see Article VI – B).

However, in order to preserve the authenticity of this important moment and the emotion of the skippers, under no circumstances may the Skipper film these Lives himself on the day of Departure, under penalty of being subject to a financial penalty (see Appendix "FINANCIAL PENALTIES" of the AC).

D – On board the IMOCA

1) Embarkation of media & PR people

Each Participant can have the following on board his or her IMOCA:

- A **maximum of 2 (two) journalists** (journalist, cameraman, sound engineer, HF technician, etc.) responsible for producing recorded (not live) video images (where a documentary is being shot by a media entity or any recording for subsequent broadcast, the personnel concerned will be counted in the number of 2 media and/or the team's media person).
- A **media person** (in addition to the 2 journalists) responsible for producing recorded (not live) video images who must be disembarked by the Participant's own means at the same time as the technical team.

All related costs will be borne by the Participant or the media concerned.

The participant must provide the Organising Authority's press office with the first names, surnames and press contacts of all persons embarking on the IMOCA **48 hours before the Start**. If this instruction is not adhered to, the Organising Authority reserves the right to deny authorisation to embark to the persons concerned on the start day.5412

2) Positioning of skipper and of persons on board

No persons on board the Participant's boat must be visible outside the boat from the time it leaves the pontoon until it exits the channel of Les Sables d'Olonne and its two jetties.

Participants in this situation must ensure that any potential media partnership contract complies with this Annex and must notify the Organising Authority, failing which they may incur a financial penalty (see Appendix "FINANCIAL PENALTIES" of the AC).

3) Activation of Video Conferencing Connections

The OA may use the video conferencing signals from the IMOCA boats' onboard systems to provide immersive footage for the live start broadcast.

Participants are therefore required to activate their connection at the start of the live TV broadcast to allow the OA to use this footage during the live start broadcast.

The associated telecommunications costs will be borne by the Participant.

The OA is free to choose and broadcast the images and cannot be held responsible for failing to broadcast the images of each Participant.

4) Disembarking media

Each Participant is responsible for disembarking the media on board their boat by their own means no later than 20 minutes before the start of the race in accordance with the instructions given by race management.

VII – During the Race

A – Race image bank

1) Organising Authority requirements in terms of race images

To help publicise Participants in race communications, the Organising Authority requires Participants to provide a set of race images comprising:

To contribute to the Participant's promotion on the Race's communication tools, the OA requires that the Participant provide a set of race images consisting of:

- **2 (two) photographs every two days** of the race, i.e., two photographs per 48-hour period of the race;
- **2 (two) videos (with a minimum duration of 20 seconds) every two days** of the race, i.e., two videos per 48-hour period of the race;

2) Reminder of the Notice of Race Regarding Race Images

Among these race images provided, and in order to contribute to the creation of a minimum visual record of the race, Article 7 of the Notice of Race specifies that the variable in-kind registration fees are paid by the Participant to the OA through the transfer of image rights, the quantity and nature of which depend on the Participant's duration of participation in the Race.

Therefore, the Participant must provide the OA, until their arrival, disqualification, or withdrawal from the race:

- **5 (five) photographs** taken during the entire race;
- **5 (five) minutes of video** footage taken during the entire race;

2) Terms for producing, transmitting and selecting race images

A) Terms for producing race images

Participants undertake to send the Organising Authority a variety of images of their adventure (photographs and videos) that must include:

- Interviews filmed indoors and outdoors with a mobile and/or fixed camera;
- Images from different positions showing the boat under sail;
- Images showing the skipper carrying out manoeuvres;
- Images showing the skipper's daily life aboard;
- Images showcasing biodiversity if the opportunity arises;
- Images telling the skipper's race story;
- Images of the skipper meeting other competitors if the opportunity arises;
- Images depicting his or her state of mind during this adventure;
- Images showcasing the beauty of the scenery encountered;
- Images highlighting the extreme difficulty of the race;
- Images showcasing the ocean;
- Images of on-board repairs;
- Images of the skipper climbing the mast if the opportunity arises;
- Images showcasing the weather conditions encountered;
- Etc.

The Participant undertakes to **showcase the official brandings of the race as much as possible** (see above in this Annex).

All race images must be forwarded to the Organising Authority **exclusively** via the dedicated multimedia server.

Any Participant who does not comply with the branding obligations will incur the relevant penalties (see the "financial and/or sports penalties Apendice" of the Notice of Race).

b) Terms for transmitting race images

The transmission and validation process for content between the boat and land, described below, is for informational purposes only and may be amended.

These topics will be addressed by a working group established by the Organizing Authority (OA) for the Vendée Globe, in conjunction with the various stakeholders in the race, including the participants. Their work may lead to amendments to this document.

All race images are subject to a transmission and validation process defined by the OA, which the Participant must adhere to throughout the race.

All race images are intended to be made available as quickly as possible to all media outlets, content creators, and the race and participant communication teams, via the OA's dedicated multimedia server.

The Participant agrees to transfer all visual and audiovisual content captured during the race primarily to the OA, with the exception of images relating to their private life. These images, referred to as "Private" images, must remain strictly private (family, friends) and must not be used for media or commercial purposes.

All visual and audiovisual content submitted by the Participant during the Race is received on the dedicated marine receiving server for the boats.

They are analyzed by the OA, which performs a preliminary review to include them, in whole or in part, in the Race Image Library.

Preliminary-approved visual and audiovisual content (photographs, sounds, videos, etc.) is submitted for final approval to the Participant's Multimedia Coordinator or their alternate(s), who are notified by email and/or SMS alert of the need for approval. The decision to approve or reject the content must be made within 60 (sixty) minutes of receiving the email and/or SMS alert. This 60 (sixty) minute deadline is strictly enforced. After this deadline, and without a response from the Participant's Multimedia Coordinator or their alternate(s), the OA is entitled, except in crisis situations, to consider the pre-validation as complete, and the audiovisual content in question will then be included in the "Race Images" library.

A Participant experiencing technical or other problems preventing them from fulfilling this obligation must notify the OA immediately via their Communications Coordinator.

In the event of a crisis (a situation of danger to the skipper and/or their boat), the Participant's Crisis Communications Coordinator will alert the OA to request an extension.

It should be noted that for the 2026 Vendée Arctique Les Sables d'Olonne edition, a blackout will be observed between 11:00 PM and 7:00 AM (French time). Images not pre-validated by the OA and/or not definitively validated by the Participant are considered private or unusable images that may not be distributed by anyone. Under no circumstances may the Participant distribute any content before the entire transmission, validation, and distribution process on the OA's dedicated multimedia server is complete.

Videos and photos taken on board must be sent to the boat's FTP server, which you must configure yourself. The OA will provide the IP address, username, and password.

The files reception will be active between 7:00 a.m. and 11:00 p.m. (French time).

Any Participant who fails to comply with the tagging requirements will be subject to the applicable penalties (see Appendix "FINANCIAL PENALTIES" of the OA).

c) Selection Procedures for "Race Images"

The Participant agrees to submit the required race images for the registration fees specified in the Notice of Race, in accordance with the procedures established for all race images during and after the race.

From all the visual and audiovisual content approved jointly by the OA and the Participant in accordance with VII) A) 2) of this Appendix and constituting the "Race Images" Bank, the OA will select the content intended to cover the variable registration fees.

It is specified that the OA will make its selection during the Vendée Arctique Les Sables d'Olonne event and will inform each participant after the event.

B – Videos lives

The Skipper agrees to conduct Live Video Sessions with the Organizing Authority (OA) at least twice during the race.

The details of these Live Sessions will be communicated by the OA to the participant during the Welcome Briefing, which will take place on May 30, 2026.

A "Live" video session is defined as the use of a synchronous communication system capable of transmitting visual and auditory information (images and sound) in real time and interactively from one location to one or more remote locations.

It is understood that in the event of a technical problem with the first video conference, another video conference must be organized as soon as possible.

Each Skipper may organize Live Sessions with:

- Media outlets, but without exclusivity, and must inform the OA;
- Their communities on their own social media platforms, but must inform the OA no later than the day before the session for potential cross-posting by the OA.
- His sponsors, without obligation to notify the OA;
- His family and close relatives, without obligation to notify the OA.

C – Video & audio sessions, texts and voice messages

During the race, daily video calls will be organized at the following provisional times:

- 12:00 PM: Video call in French with 2 or 3 skippers;
- 12:30 PM: Video call in English with 1 or 2 skippers;
- 4:00 PM: Video calls in French with 2 or 3 skippers;

The list of skippers invited to participate in these live video calls will be sent the day before by 9:00 PM (French time) to the skipper and their Communications Manager via WhatsApp to confirm their participation.

The Organizing Committee also strongly encourages skippers to share their race experiences through voice and text messages sent to the organizers via WhatsApp to a phone number that will be provided later. This will be used to enrich their accounts on the Vendée Arctique Les Sables d'Olonne website. Questions will be sent by the communications department before 9:00 PM (French time).

The schedule and arrangements specified above are indicative only and may be modified by addendum. The final arrangements and schedule will be communicated by the organizer to the participant during the welcome briefing to be held on May 30, 2026.

VIII – Day of Arrival

A – General

When the skippers arrive at Les Sables-d'Olonne at the end of their Vendée Arctique Les Sables d'Olonne, they will have spent two weeks alone at sea. The arrival of each skipper is a moment that is just as intense – and as complicated to manage – as the Start.

The Organising Authority has therefore drawn up Arrival protocols to ensure this is an incredible moment for the skippers, their relatives and teams while enabling their followers, the media and the general public to communicate with them.

The key thing for the OA is to listen to skippers and their teams.

To prepare for this meeting, the OA will organize a coordination meeting with all participants during the Departure Village.

The date and time will be announced at the Welcome Briefing, which will take place on May 30, 2026.

1) Winner's arrival

The arrival of the winner of the Vendée Arctique Les Sables d'Olonne is one of the highlights of the event.

The Organising Authority uses communication resources to bring the experience of this arrival to the public.

The Organising Authority will live-stream the winner's arrival on its platforms.

The Organising Authority implements a strategy based on the distribution of non-exclusive multiplatform rights for video broadcasting of the Vendée Arctique Les Sables d'Olonne, including the Starting Signal.

This is supplemented by the production of video content adapted for digital media to reach the widest public possible in France and internationally, through all audiovisual actors.

Lastly, the Organising Authority will work actively with Participants to mobilise their followers on its communication media.

2) Arrival of other skippers

Regardless of ranking, a skipper's arrival in the Vendée Arctique Les Sables d'Olonne is always a highlight of the event.

The Organising Authority uses communication resources and will work actively with the Participant to organise the live digital feed of the skipper's images to mobilise its followers and those of the Participant on social media.

B– Protocol for the day

The Arrival Day protocol will be communicated during a coordination meeting with all participants, organized by the OA during the Departure Village.

The date and time will be announced at the Welcome Briefing, which will take place on May 30, 2026.

Participants agree to comply with this Arrival Day protocol.

C- Participants' digital communication

Participants, via their media person/crew members/PR person, will be authorised to set up direct feeds to digital platforms following the protocol drawn up by the Organising Authority after consultation with various stakeholders.

This protocol will be forwarded to participants by the Organising Authority in good time (see Article VIII – B).

D – On board the IMOCA

1) Embarking the Organising Authority's communication teams

Each Participant undertakes to embark on its IMOCA a maximum of 4 of the Organising Authority's service providers (cameraman, journalist, photographer, Community Manager,) **for an exclusive** after they have crossed the finishing line or wherever the skipper puts into port if s/he retires from the race, unless the Organising Authority expressly agrees otherwise.

2) Activation of videoconferencing links

The OA may use the live camera feeds on board the IMOCA boats to provide immersive footage for the live finish broadcast.

In the event of a live finish broadcast by the OA (at least for the winner), the Participant is therefore required to activate their videoconferencing link before the live broadcast to allow the OA to use these feeds during the live finish broadcast.

The associated telecommunication costs will be borne by the Participant.

3) Promotion of attributes related to the finish of the Vendée Arctique Les Sables d'Olonne

Skippers undertake to take on board attributes and signs indicating they have finished the race (e.g. champagne, bouquet of flowers, etc.).

These attributes and signs will be handed over by the Organising Authority when the boat arrives at the pontoon. Under no circumstances may Skippers exhibit an attribute or sign not provided or approved by the Organising Authority.

E – Post-race transmission of unsent race and post-race images

At the end of the race, once they have arrived in Les Sables d'Olonne, Skippers must provide the Organising Authority, in native format, with all files of visual and audiovisual content recorded during the race, whether already sent or not. This transmission will be done on a hard disk provided **no later than 48 hours** after arrival.

If a skipper retires from the race and finishes in another port, s/he undertakes to send the Organising Authority a hard disk containing, in native format, all files of visual and audiovisual content recorded during the race within **seven (7) calendar days after arrival in the other port after retiring**.

Nevertheless, subject to the Organising Authority's express approval, the Participant may enter into an **agreement reserving the initial broadcasting rights** to specific images and sound to a specific broadcaster.

This request must include details of the planned agreement. After the first broadcast by that broadcaster, the images and sound concerned will be made available to all broadcasters. (See IV E).

IX – Exploitation rights and images of the Vendée Arctique Les Sables d'Olonne

A – Exploitation rights of SAEM Vendée

1) Rights of the Organising Authority

Under articles L.333-1 et seq. of the French Sports Code, the Organising Authority owns the exploitation right to the sports event that it organises.

By virtue of the investments that it makes in holding its competition and through its reputation, the Organising Authority remains the producer of films, videos, photos and other audiovisual products within the meaning of articles L.132-23 et L.215-1 of the French Intellectual Property Code.

As organiser of the competition, producer of the audiovisual work and producer of the video recordings, the Organising Authority holds the intellectual property rights to the images, in the widest meaning of the term, of the competition and of its ancillary events. Consequently, holders of photographic coverage and audio-visual coverage agreements, including their personnel and sub-contractors, Partners of Vendée Arctique Les Sables d'Olonne, including their personnel and sub-contractors, are involved as technical operators, and cannot therefore claim any right of ownership with regard to, inter alia, the images, texts, sounds, etc. to which they have not participated as authors, co-authors, producers or co-producers.

For the purposes of this Annex, the word "images" shall mean any visual, audiovisual, sound and photographic content produced in relation to the event.

The Operating Authority's exploitation rights include but are not limited to the following:

- The phrase "Vendée Arctique Les Sables d'Olonne", on its own or followed by a year;
- Logos and figurative and semi-figurative marks and brand names related to Vendée Arctique Les Sables d'Olonne along with all graphical elements comprising these or that are part of the graphic charter for the event;
- All graphical creations and representations related to the event, such as mascots, pictograms, etc;
- All terms and names related to the event, such as "Vendée Arctique 2026", "Vendée – Arctique – Les Sables d'Olonne", "VALS2026", etc.;
- All films, musical works, artistic designs and works created by and/or for SAEM Vendée;
- All still or moving images created by and/or for SAEM Vendée;
- All other symbols, designs, works, terms or expressions that are translations of the property listed above.

Example of Vendée Arctique Les Sables d'Olonne property:

- Vendée Arctique
- Vendée Arctique - Les Sables d'Olonne
- Vendée Arctique 2026

- #vendeeartique
- #VALS
- #VALS2026
- Etc.

2) Marks of the Organising Authority

The Vendée Globe brand forms an integral part of the Property of Vendée Globe.

SAEM Vendée is the holder of the following marks:

- **Semi-figurative** mark “VENDEE GLOBE – LES SABLES D’OLONNE” filed on 15 June 2004 in classes 3, 8, 9, 12, 14, 16, 18, 21, 25, 28, 29, 30, 32, 33, 34, 38, 41, registered on 19 October 2005 under number 003887353
- **Semi-figurative EU mark** “VENDEE GLOBE – LES SABLES D’OLONNE” filed on 28 September 2015 and registered on 20 February 2017 in classes 29, 30, 32, 33 under number 014604888
- **EU word mark** “Vendée Globe” filed on 29 April 2002 and registered on 6 May 2004 under number 002 678 209 in classes 3, 8, 9, 11, 14, 16, 18, 21, 25, 28, 34 and 38 on 29 April 2002
- **United Kingdom word mark** “Vendée Globe” registered in the UK under number 009 678 209 in classes 3, 8, 9, 11, 14, 16, 18, 21, 25, 28, 34 and 38 on 6 May 2004
- **Semi-figurative mark (thumbnail)** “Vendée Globe” registered in the United Kingdom under number 009 887 353 in classes 3, 8, 9, 11, 12, 14, 16, 18, 21, 25, 28, 34, 38 and 41 on 19 October 2005
- **Semi-figurative mark (thumbnail)** “Vendée Globe” registered in the United Kingdom under number 009 146 04888 in classes 29, 30, 32 and 33 on 20 February 2017

SAEM Vendée also holds the following marks:

- **Word mark** “Vendée-Arctique-Les Sables d’Olonne” filed on 2 September 2021 in the **European Union** under number 018549155 in classes 3, 8, 9, 11, 12, 14, 16, 18, 21, 25, 28, 29, 30, 32, 33, 34, 38 and 41
- **Word mark** “Vendée-Arctique-Les Sables d’Olonne” filed on 5 October 2021 in the **United Kingdom** under number 3706917 in classes 3, 8, 9, 11, 12, 14, 16, 18, 21, 25, 28, 29, 30, 32, 33, 34, 38 and 41
- **Word mark** “New York Vendée” filed on 5 October 2021 in the **European Union** under number 018571728 in classes 3, 8, 9, 11, 12, 14, 16, 18, 21, 25, 28, 29, 30, 32, 33, 34, 38 and 41
- **Word mark** “New York Vendée - Les Sables d’Olonne” filed on 5 October 2021 in the **United Kingdom** under number 3706930 in classes 3, 8, 9, 11, 12, 14, 16, 18, 21, 25, 28, 29, 30, 32, 33, 34, 38 and 41

The department of Vendée, shareholder of SAEM Vendée, also holds the following mark:

- **Word mark** “Vendée Globe Junior” filed in France on 14 February 2020 under number 4624032 in classes 16, 28, 35, 38 and 41.

B – Vendée Arctique Les Sables d’Olonne images

1) Skipper’s individual image rights

All visual and audiovisual content sent by the Participant before and after the race will be deemed as approved by the skipper, a natural person.

The skipper, a natural person, authorises the Organising Authority to register, broadcast and exploit his/her image, name and voice, as well as the image of all entities comprising the participant, for the purposes of capturing audiovisual sequences and compiling image banks of the event.

The skipper, a natural person, therefore consents to being filmed and interviewed and to furnish the Organising Authority with accurate and true information as regards elements that are of a private and professional nature and that may be disclosed, with his or her consent, to the public, to the extent necessary to publicise the race.

The skipper, a natural person, therefore undertakes to obtain all authorisations required to capture images, as agreed with the Organising Authority, for each person and entity comprising the participant as well as any beneficiaries (including where brands, objects, apparel, etc. are reproduced).

The skipper, a natural person, authorises the Organising Authority to use and to exploit his/her image, name and voice by reproduction on any media and/or representation thereof, as part of the publicising of competition images (in the widest meaning of the term), including for the following purposes and always with regard to the race and the Organising Authority:

- Exploiting the Organising Authority's images by television broadcast, representation and reproduction (including downloading);
- Producing and broadcasting trailers, films about the race, magazines, etc;
- Promoting the Organising Authority's activities and the race, in any media, including television, press, internet, etc;
- Organising Authority communication in any media (including television, press, internet, posters, etc.) and any non-media operation;
- The Organising Authority's promotion of the race (official film, official documentaries, TV and WebTV documentaries, trailers, clips, including exploitation by DVD and VOD).

This authorisation also covers the image of persons, property and, if applicable, brands of entities comprising the participant.

This authorisation is granted to the Organising Authority worldwide and for the full protection period for audiovisual works.

The skipper, a natural person, is informed that during such use, information of a private and personal nature, such as his/her last and/or first names, marital status, professional situation, may be communicated to the public. In addition to the image of the competitor, a natural person, the Organising Authority undertakes to only disclose such personal information about the skipper as is strictly necessary to ensure the public is properly informed.

This authorisation for exploitation is granted by the skipper, a natural person, in association with his/her application and/or registration and in consideration of the notoriety acquired by his/her participation in the race. The skipper, a natural person, waives his/her right to seek separate remuneration or compensation from the Organising Authority or any third party authorised by the Organising Authority for the exploitation of his/her image, name and voice in the conditions set out in this Annex.

In any event and at any time, the skipper, a natural person, and his/her contacts will have free access to the Organising Authority's images and will be able to request the immediate deletion of any images, photos and/or film sequences representing the skipper, a natural person, in a manner that s/he considers, in his or her reasonable opinion, undignified, unflattering and/or likely to cause him/her to be discredited in the eye of the public.

2) Legal Nature of "Pre-Race" Images Submitted as Registration Fees

"Pre-race" images, meaning all images, photographs, visuals, and videos, regardless of their format or technical methods of capture and distribution, provided and selected as part of the registration fees, are transferred to the OA's "Pre-Race Image Account" and thus become the property of the OA.

The Participant guarantees to the OA that all "pre-race" images submitted as part of the registration fees are "free" of any rights. To this end, it is understood that the Participant's sole responsibility is to capture the "pre-race" images required of them under the Notice of Race, according to the themes, subject compositions, camera angles, sequences, and processing methods determined and chosen by the OA within the framework of this Appendix.

The Participant agrees that, if they commission the "pre-race" images required by the Organizing Committee under Article 8 of the Notice of Race to be taken by a professional technician (photographer, photo agency, communications agency, etc.) paid by them or one of their sponsors, the contract under which said technician is engaged must clearly state:

- That they (themselves, their staff, and any subcontractors) are acting solely as technical operators;
- That they cannot, therefore, claim any ownership rights to the images, photos, videos, texts, sounds, and other materials in the creation of which they are not involved as author, co-author, producer, or co-producer.

3) Legal Nature of "Race" Images Submitted as Entry Fees

All visual and audiovisual content validated in accordance with VII) A) 2) of this Appendix but not selected as entry fees remains the property of the Participant (Participant Image Account).

Visual and audiovisual content selected as entry fees is transferred, in accordance with the Notice of Race, to the Organizing Authority's Image Account and thus becomes the property of the Organizing Authority.

4) Legal Nature of "Post-Race Images Not Submitted" to the Organizing Authority

All visual and audiovisual content submitted to the Organizing Authority in accordance with VIII) E) of this Appendix, but not selected as entry fees by the Organizing Authority, remains the property of the Participant (Participant Image Account). The visual and audiovisual content selected under the registration rights by the OA enters by transfer into the OA's Image Account and thus becomes the property of the OA.

C – Use of exploitation and image rights for the Vendée Arctique Les Sables d'Olonne

1) General principles

To ensure that the Organising Authority is able:

- To publicise the Race and all Participants;
- To safeguard the good reputation of the Race over the long term;
- To retain the iconographic bank;

The Participant grants the Organizing Authority (OA) a license to use and exploit all visual and audiovisual content (photographs, sounds, videos, etc.) comprising their own "race images" account, i.e., all images validated at the end of the process described in Section VII, A, 2) herein.

The OA grants the Participant a license to use and exploit the content of:

- Their "pre-race images" and "race images" accounts, funded by the Participant as part of their registration fee payment;
- The visual and audiovisual content produced by the OA before the race, at the start, and at the finish;

The terms of the rights licenses defined above are established according to the following provisions:

2) Entry Fees in Kind - Reminder of the Notice of Race

As stipulated in Article "7.2 Entry Fees in Kind" of the Notice of Race:

7.2 Entry Fees in Kind

7.2.1 Pre-Race Image Bank

The fixed entry fees in kind are paid by the Participant to the Notice of Race through the provision of a pre-race image bank consisting of:

1. Five (5) photographs, including at least:

- One (1) headshot of the Skipper facing the camera in the official Team uniform;
- Two (2) onboard action shots (Skipper maneuvering, Skipper at the helm, Skipper at the chart table, Skipper at the coffee grinder, Skipper in the cockpit, etc.);
- One (1) photograph of the boat displaying all official racing markings (visibility of the cockpit rims, visibility of markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from a launch;
- One (1) photograph of the boat displaying all official racing markings (visibility of the cockpit rims, visibility of markings on the sails, visibility of the flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter;

2. Five (5) minutes of video footage distributed as follows:

- One (1) minute of "behind-the-scenes" footage (skipper's physical preparation, boat refit, launching, measurement tests, teamwork, etc.);
- 1 (one) minute of onboard footage in all weather conditions (light winds, medium winds, breezes) and at various points of sail (close-hauled, downwind);
- 1 (one) minute of footage of the boat displaying all official race markings (visibility of sunshades, visibility of markings on the sails, visibility of flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from a launch;
- 2 (two) minutes of footage of the boat displaying all official race markings (visibility of sunshades, visibility of markings on the sails, visibility of flags, etc.) at various points of sail (close-hauled, downwind, reaching, etc.) taken at sea from the air, by drone and/or helicopter.

The nature, subject, composition, as well as the temporal, material, and technical methods of transmission of the photographic and video images comprising the "pre-race" image bank are determined by the "Marketing and Communication" Appendix.

Fixed registration fees are non-refundable, including in the event of withdrawal, postponement, or cancellation of the race.

7.2.2 Race Image Bank

Variable registration fees are paid by the Participant to the Organizing Committee (OC) through the transfer of a "race" image bank comprised of image rights, the quantity and nature of which depend on the Participant's participation in the Race.

Thus, the Participant must transfer the following rights to the OC until their arrival, disqualification, or withdrawal:

- 5 (five) photographs from the entire race;
- 5 (five) minutes of video footage from the entire race;

The nature, subject, composition, as well as the temporal, material, and technical procedures for the transmission and validation of the photographic and video images captured during the race and transferred to the OC as part of the registration fees are defined in the "Marketing and Communication" Appendix.

7.2.3 Post-Race Image Bank

These variable in-kind registration fees are supplemented by the transfer of a post-race image bank.

Therefore, upon arrival, disqualification, or withdrawal from the race, the Participant must provide the Organizing Committee (OC) with the following images, in addition to the race images:

- 5 (five) photographs not submitted during the race;
- 5 (five) minutes of video footage not submitted during the race;

The nature, subject matter, composition, as well as the temporal, material, and technical procedures for transmitting and validating the post-race images transferred to the OC as part of the registration fees, are defined in the "Marketing and Communication" Appendix.

7.2.4 Image transfers granted as part of the registration fees are made free of any rights, and the Participant guarantees the OC against any claims by third parties. These rights are granted exclusively, worldwide, and for the entire legal term of intellectual property rights protection. They include all rights of reproduction, performance, adaptation, and economic exploitation without exception.

The right of reproduction includes, in particular, the right to reproduce, by any technical means known or unknown to date, the images granted under the Registration Rights, individually or in combination with other creations, on any media known or unknown to date (including videograms, mobile phones, downloads, and databases), in any format.

The right of performance includes, in particular, the right to represent or have represented to the public the

Images transferred under the Registration Rights, in whole or in part, by any existing or future means of communication, wired or wireless, including digital or analog radio and television broadcasting, telematics, multimedia and all online services, by any fixed and/or mobile electronic and radio communication network (including the Internet, intranet, telephony, etc.), regardless of the distribution or dissemination methods used. The right of representation also includes the right to broadcast said images in the context of news articles, magazines, teasers, web series, reports and official documentaries.

The adaptation right includes, in particular, the right to retouch and/or modify digital files, and to use all processes for the digital representation or reproduction of all or part of the images transferred under the Registration Rights, in a linear or interactive format, allowing for the complete reconstruction of said images, or in fragments, alone or integrated with other audiovisual, computer, telematic, or any other elements, regardless of their form or content, without altering the image of the Skipper, the boat, and its sponsors. The adaptation right also includes the right to overlay the logos of all the race partners for the purpose of promoting the race and/or their involvement in it.

The Organizing Committee may thus use said images (photos, videos, sounds, press content, graphic identity, etc.) as it has collected them on its multimedia server. It may freely make them available to the media and use them freely in its promotional materials and on any medium, for the purposes of communicating its activities and/or those of its current and future partners.

The economic exploitation rights include, in particular, the right for the Organizing Authority (OA), with the images transferred under the Registration Fees:

- To promote the OA's activities and the Race in all media, including television, print, the Internet, etc.;
- To communicate about the OA in all media (including television, print, the Internet, VOD platforms, billboards, etc.) and any non-media activity;
- To promote the Race (official film, official documentaries, TV and WebTV documentaries, trailers, clips, with distribution via DVD and video on demand, including downloads);

The economic exploitation rights include, in particular, the right for the Organizing Authority (OA), with the images provided under the Registration Fees and in compliance with the conditions and reservations detailed in the Marketing and Communication Appendix:

- To produce or have produced and then sell or have sold all derivative products;
- To grant or assign economic exploitation rights (including sponsorship contracts and agreements with VOD platforms) to third-party partners;
- To purchase advertising space on its own behalf or on behalf of its partners.

All assignments related to the payment of registration fees are granted in connection with the application and in consideration of the promotion provided by participation in the Race. The Participant therefore waives any right to claim from the OA and any third party authorized by the OA any independent remuneration or compensation for the exploitation of the assigned images.

In the event of a conflict between the article above (IX, C, 2) and the one mentioned in the Notice of Race, the article in the Notice of Race shall prevail.

3) Usage and exploitation licences in favour of the Organising Authority

The Participant grants the Organizing Authority (OA) a license for the rights to reproduce, display, adapt, and make secondary use of the content of their "race images" account as soon as this content is entered into the account following the process established in VI), A), 2), c) of this Appendix.

This license is granted on a non-exclusive basis, worldwide, and for the full legal term of intellectual property rights protection. It is granted in connection with registration for the Race and in consideration of the publicity generated by participation. The Participant therefore waives any right to claim from the OA and any third party authorized by the OA any remuneration or compensation whatsoever for the use of the images in question, except as provided for with regard to revenue derived from derivative products.

The **reproduction right** includes the right to reproduce skipper images by any technical means currently known or unknown, alone or associated with other creations, on any media currently known or unknown (including video recordings, mobile telephones, downloads and data bases) and in any format.

The **representation right** includes the right to represent the images to the public or to have them represented, in full or in part, by any existing or future means of communication, via cable or wireless, including digital or analogue radio broadcast or television broadcast, telematics, multimedia and any online services, via any electronic and radio communication network, fixed and/or mobile, (including internet, intranet, telephony, etc.), regardless of how the technology used is distributed or broadcast. The representation right also includes the right to broadcast said images as part of official news, magazines, teasers, web series and documentaries broadcast on social networks, websites linked to the Organising Authority and for internal communication between Organising Authority entities.

The **adaptation right** includes the right to touch up and/or modify digital files, and to use any means with a view to making a digital representation or reproduction of all or some of the images, in linear or interactive mode, enabling the reconstitution of images, in full or in fragments, alone or incorporated into other audiovisual, computerised or telematic elements, or any other element, whatever the form or the content, without altering the image of the skipper, the boat or its sponsors. The adaptation right also includes the right to insert the logos of all race partners in order to publicise the race and/or demonstrate their joint commitment to the race. The Organising Authority may also use said images (photos, videos, sounds, content for the press, graphic identity, etc.) as received on its multimedia server. The organisation may make them freely available to media and use them freely in its PR material and on any media, to publicise its activity and/or its current and future race partners.

Secondary rights include in particular the right for the Organising Authority to:

- Publicise Organising Authority activities and the race in any media, including television, press, internet, etc.;
- Communicate about the Organising Authority in any media (including television, press, internet, VOD platform, posters, etc.) and in any non-media operation;
- Publicise the race (official film, official documentaries, TV and WebTV documentaries, trailers, clips, including via DVD and VOD, including downloading);
- Make any derivative products or have them made and then to sell such products or have them sold according to the terms set out in section VIII), E) of this Annex;
- Grant or assign the economic exploitation rights to third-party partners (including sponsoring contracts with VOD platforms);

It is specifically stipulated under secondary rights that the Organising Authority may in turn grant these rights to its partners ranking as official partners or higher.

Partners meeting the conditions will be required to submit a fact sheet detailing the planned communication, promotion or publicity by email to the Participant's communication contact for approval. The Participant concerned

must respond to the approval request within seven (7) calendar days. Any refusal must be reasoned. If this deadline has passed and failing any response from the Participant concerned, the partner is entitled to consider its request approved. Under no circumstances can approval be given in return for payment.

The licences granted under the terms of this Annex are granted free of any right or claim and the Participant will indemnify the Organising Authority against any claims or proceedings by third parties.

4) Usage and exploitation licences in favour of the participant

The Organizing Authority (OA) grants the Participant a license covering the rights to reproduce, display, adapt, and use the content of their "pre-race images" account, as well as the visual and audiovisual content produced by the OA before the race, at the start, and at the finish. Furthermore, upon the OA's acquisition of the visual and audiovisual content comprising their "race" and "post-race" image account, as part of the registration fee payment, the OA automatically grants the Participant whose images are featured a license covering the rights to reproduce, display, adapt, and use them.

These licenses are granted free of charge and are non-exclusive worldwide.

They entitle the Participant, without further authorization from the OA, to use the race images for all limited-time uses and on media intended for temporary use.

The **right of reproduction** includes, in particular, the right to reproduce the images, individually or in combination with other works, by any technical means known or unknown to date, on any media known or unknown to date (including videograms, mobile phones, downloads, and databases), in any format.

The **right of public display** includes, in particular, the right to display or have displayed the images to the public, in whole or in part, by any means of communication existing or yet to be discovered, wired or wireless, including digital or analog radio and television broadcasting, telematics, multimedia, and all online services, by any fixed and/or mobile electronic and radio communication network (including the Internet, intranets, telephone services, etc.), regardless of the distribution or dissemination methods used. The right of public display also includes the right to distribute the images in the context of news articles, magazines, teasers, web series, reports, and official documentaries broadcast on social networks, websites linked to the Participant, and for internal communications within the Participant's entities.

The **right of adaptation** includes, in particular, the right to retouch and/or modify digital files, and to use all processes for the digital representation or reproduction of all or part of the images, in a linear or interactive format, allowing for the complete reconstruction of the images, or in fragments, alone or integrated with other audiovisual, computer, telematic, or any other elements, regardless of their form or content, without altering the image or reputation of the Vendée Globe and its partners.

Secondary rights include the Participant's right to:

- Promote the Participant's activities in all media, including television, print, the Internet, etc.
- Communicate about the Participant in all media (including television, print, the Internet, billboards, etc.) and through any off-media activities (sponsorship activations, internal communications, etc.).

However, the licenses granted by the Organizing Authority (OA) do not authorize the Participant to freely use race footage on durable media such as:

- Books published by a publishing house for general public distribution.
- Official films, official documentaries, TV documentaries, series, docuseries, trailers, and clips for theatrical release, festivals, and/or on any OTT or equivalent platform.
- Official films, official documentaries, TV documentaries, series, trailers, and clips for distribution via DVD and video on demand.

For these types of uses, the Participant must expressly notify the OA, specifying the project's characteristics. Any refusal by the OA must be justified.

Furthermore, the licenses granted by the OA also do not authorize the Participant to use race footage to communicate about the overall progress of the Vendée Globe or its history. The licenses are valid only for documenting the skipper's participation in the 2028 Vendée Globe, the cause they support, their team, and their sponsors during that edition.

These licenses granted by the Organizing Authority also do not authorize the Participant to use race footage for group communication with one or more skippers and/or other entities, to tell a shared story related in any way to their Vendée Globe project or its history.

These licenses granted by the Organizing Authority authorize the participant to use race footage in the context of presentations where they appear as the sole skipper of the Vendée Arctique Les Sables d'Olonne, particularly during conferences, corporate testimonials, private corporate events, etc. This use is conditional upon the event not suggesting a partnership between the organizing company and the Vendée Arctique Les Sables d'Olonne.

These licenses granted by the Organizing Authority do not, however, authorize the participant to use race images in the context of events or corporate parties organized for or by brands or companies that are neither official partners of the race nor personal sponsors of the skipper, when the participants or elements (entertainment, decorations, communication materials) are likely to create an association between the organizing company and the Vendée Arctique Les Sables d'Olonne and/or the staging or communication surrounding the event could suggest the existence of an official partnership between the company and the race.

The licenses granted by the Organizing Authority also do not authorize the Participant to transfer race images to any entity whatsoever.

In any event, the Organizing Authority is prohibited from claiming from the Participant and any third party authorized by the Participant any separate remuneration or compensation for the use of images covered by these licenses. It is expressly stated that if a Participant wishes to use, in any way whatsoever, the images and audiovisual sequences submitted by other Race Participants, they are responsible for obtaining all necessary usage permits from the rights holders and the individuals concerned (particularly regarding image rights).

The licenses granted by the Organizing Authority (OA) to the Participant are for a limited duration. They expire at the end of the Vendée Globe Period as defined in this Appendix. After this date, all the images in question are considered Vendée Globe archives. Their use, in any form whatsoever, must be subject to the express and specific authorization of the OA, it being understood that the materials produced during the race by the Participants may remain published as is (reuse in another form or on a different medium requires the OA's authorization).

D – Charter for use of distinctive signs of the Vendée Arctique Les Sables d'Olonne

SAEM Vendée has a monopoly of use over the distinctive signs of the Vendée Arctique Les Sables d'Olonne. These include logos and registered trademarks of the Organising Authority, as well as all distinctive signs deriving therefrom.

They may be used by the Participant solely in line with the following requirements and excluding any commercial use, except as specified for the competitor logo.

Participants may not alter and/or adapt the names or the brand and may not add or insert graphics of any nature.

1) General rules for use by Participants

AUTHORISED USES



- Participants may use a competitor logo for their communication and inter alia for textile equipment
- Participants may use the hashtag #VendeeArctique
- Any use is subject to approval in writing by the Organising Authority

BLOCS MARQUE CONCURRENTS RÈGLES D'UTILISATION & COULEURS

Le Bloc Marque bleu, ci-dessous, sera privilégié sur tous vos supports.

Il est impossible d'apposer un logotype, quel qu'il soit, à proximité immédiate du Bloc Marque Fournisseurs Officiels. Cela reviendrait à créer un nouveau type de Bloc Marque, ce qui est **STRICTEMENT INTERDIT**.



Version pour les fonds clairs

BLEU	ROUGE
CMJN 100/95/0/60	CMJN 0/100/100/0
RVB 7/20/75	RVB 225/0/25
HEX #07144B	HEX #E20E17
PANTONE 2756C	PANTONE 485C

L'utilisation du Bloc Marque blanc, ci-dessous, sera limitée au cas où le support est d'une couleur trop proche du bleu nuit - Vendée Globe.



Version pour les fonds foncés

For use of the competitor logo, the Organising Authority grants the Participant the licence to use, reproduce and represent worldwide the competitor logo for promotional, media, advertising and institutional purposes as part of its internal and external communication on all existing or future broadcast media, on all communication networks and/or media with no limitation as to number.

For all these uses, the Participant undertakes to comply with the graphic charter provided by the Organising Authority.

UNAUTHORISED USES



- Use of other Vendée Arctique property for communication by Participants
- **EXCEPTION:** the term Vendée Arctique is authorised

2) Specific rules on use: Participant merchandising and Skipper apparel

a) Participant merchandising

The Organising Authority hereby authorises any Participant, whether an applicant or definitively registered to participate in the Vendée Arctique Les Sables d'Olonne 2026, **to sell products** bearing the logo Vendée Arctique Les Sables d'Olonne **alongside their brand**.

This authorisation is subject to strict compliance with the following terms and conditions:

- **The race logo** for the Vendée Arctique Les Sables d'Olonne, excluding any other distinctive sign belonging to the Organiser, may be affixed to merchandising.
- The participant's official logo, and it alone, may be affixed to products branded with the race logo for the Vendée Arctique Les Sables d'Olonne.
- **Merchandising must be exclusively purchased from the official license holder of the Organising Authority.**
- **Product visuals, particularly the positioning of logos, must all be systematically approved by the Organising Authority** before the production run is launched. The Organising Authority reserves the right to demand the destruction of products it has not approved.

In relation to the production and the distribution and/or marketing of **derivative products** by the Participant in connection with its participation in the Vendée Arctique Les Sables d'Olonne:

- The Participant must **submit** a fact sheet detailing any proposed derivative product that uses visual or audiovisual content and refers to their participation in the Vendée Arctique Les Sables d'Olonne by email to SAEM Vendée **for approval**, whether such content was granted by the Organising Authority or belongs to it.
- The Organising Authority must respond to the approval application within a reasonable period of time.

To avoid any ambiguity, unless a product is developed and created in collaboration with the official licensees and within the framework of the conditions indicated above, the Vendée Arctique Les Sables d'Olonne trademark (excluding competing trademark blocks) may not be used on derivative products manufactured by or on behalf of the Participant (and any main team sponsor) and the participant may not grant the right to use the Vendée Arctique Les Sables d'Olonne trademark and/or the combined trademark of the team and the race to a team sponsor or sub-licensee.

b) Sale of Products within the Village

The Organizing Authority (OA) hereby authorizes all Participants in the Vendée Arctique Les Sables d'Olonne, as well as their sponsors, to sell products within the race village, subject to the following conditions:

- For " Vendée Arctique Les Sables d'Olonne " branded merchandise that directly or indirectly competes with products in the official shop (e.g., clothing, accessories, etc.), the participant must have purchased them exclusively from the official licensee or have obtained a license from the OA.
- The participant and/or their sponsors must declare and have approved any planned sales activity by the OA;
- The participant and/or their sponsors may only sell products at their stand and under no circumstances at any other location within the village or while walking around.

In all other cases, the sale of products within the village is prohibited by the OA. The Participant is liable to financial penalties for failure to comply with the obligations listed above, as well as an obligation to immediately withdraw the products from sale (see appendix "FINANCIAL PENALTIES" of the Notice of Race).

c) Skipper apparel

The Organising Authority hereby authorises any Participant, whether an applicant or definitively registered to participate in the Vendée Arctique Les Sables d'Olonne, to affix the logo Vendée Arctique Les Sables d'Olonne alongside their brand **ON THE SKIPPER'S CLOTHING ONLY**.

Under no circumstances will Team members or other persons connected to the Skipper be granted this derogation.

Any use of the Vendée Arctique Les Sables d'Olonne logo alongside another brand (co-branding) must be approved by the Organising Authority beforehand.

E - Derivative products / Merchandising of the Organising Authority

1) With content from the Organising Authority's image bank

a) Exploitation of images by the Organising Authority:

- In relation to the production and the distribution and/or marketing of **derivative products** by the Organising Authority: The Organising Authority must submit a fact sheet detailing any proposed derivative product that uses an image included in the licence by email to the Participant's (or Participants') communication contact for approval;
- The Participant concerned must respond to the approval request **within seven (7) calendar days**. Any refusal must be reasoned. Beyond this deadline, failing any response from the Participant concerned, the Organising Authority is entitled consider its request approved.
- Under no circumstances can approval be given in return for payment.
- The Organising Authority undertakes to pay **50% of net revenues after tax** from the sale of any derivative products using these images to a common pot to be shared equally among all Participants of the Vendée Arctique Les Sables d'Olonne 2026 edition, at the end of the Vendée Arctique Les Sables d'Olonne period.

b) Exploitation of images by partners of the Organising Authority

Where **derivative products** are produced, distributed and/or marketed by a partner of the Organising Authority:

- Said partner must submit a fact sheet detailing any proposed derivative product that uses an image included in the licence granted to the Organising Authority by email to the Participant's (or Participants') communication contact for approval;
- The Participant concerned must respond to the approval request **within seven (7) calendar days**. Any refusal must be reasoned. Beyond this deadline, failing any response from the Participant, the partner concerned is entitled to consider its request approved.
- The partner and the participant **will negotiate** the payment terms between themselves.

X – General provisions

A – Titles and numbering

Chapter and paragraph headings and titles of articles and clauses in this Annex, together with their numbering system, where applicable, have been used solely to facilitate reading. Therefore, in the event of difficulty interpreting any chapter headings or clause titles and any clause, said headings and titles will be declared null and void.

B – Non-waiver

The fact that the Organising Authority tolerates a situation does not confer any rights on any party. In general, tolerance by the Organising Authority may not be interpreted as a waiver of its entitlement to assert its rights. Furthermore, waiving the entitlement to assert its rights in the event of a breach of any of the provisions of this Annex cannot be interpreted as a definitive waiver of its right to assert its rights at a later stage.

C – Partial non-validity

If one or more of the provisions of this Annex is ruled invalid or unenforceable pursuant to a law or regulation or subsequent to a full and final ruling by a competent court, this provision will be deleted from the Annex without affecting the validity or enforceability of the other provisions.

D – Appendices and additional clauses

Any amendments to this Annex and its appendices shall be made by adding a clause to the Notice of Race.

E – Joint and several liability

In accordance with the Notice of Race, the Participant includes several natural persons and legal entities, which all bear joint and several liability with regard to the obligations arising from the Notice of Race and its annexes, including this Annex.

F – Address for service

For the purposes hereof, the parties elect domicile at their respective addresses as indicated in the footer to this Annex as regards the Organising Authority and in their application as regards Participants. Each party undertakes to notify the other party of any change in domicile that may arise during the performance hereof.

G – Applicable law and competence

This Annex is governed by French law in terms of to both substantive and procedural rules.

ANY DISPUTE ARISING FROM THE PERFORMANCE OF THIS ANNEX THAT CANNOT BE RESOLVED AMICABLY WILL COME UNDER THE JURISDICTION OF THE COURT WHOSE SEAT IS THAT OF THE COURT OF APPEAL OF POITIERS AND IN THE FIRST INSTANCE THE COMPETENT COURT IN LA ROCHE SUR YON. THIS COURT WILL HAVE SOLE COMPETENCE, NOTWITHSTANDING MULTIPLE DEFENDANTS OR THE INTRODUCTION OF THIRD PARTIES, INCLUDING FOR EMERGENCY OR PROTECTIVE MEASURES OR EX-PARTE PROCEDURES.

Appendix 1 - Master drawing for brandings on IMOCA boats



- ① Gréement classique
- ② Gréement avec out rigger