



Press release  
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## Vicat renews its partnership with boxer Rima Ayadi

Vicat Group is proud to announce the renewal of its partnership with French boxer Rima Ayadi, by helping her prepare for her next fight: the WBA International Championships, taking place on 28 August. This partnership, which began in December 2024, is based on shared values such as perseverance, commitment and surpassing oneself — qualities that Rima embodies to the full, both in and out of the ring.

### A long-term commitment

**An athlete with an unusual background**, Rima Ayadi had to break codes, push boundaries and deconstruct prejudices. She turned professional in 2019 and soon rose to become one of the best in her discipline, winning numerous national and international titles until becoming **world number 1 in boxing**. But her fight goes beyond the ring: through her **association Premier Round**, she actively campaigns for social integration and equal opportunities, particularly for women and young people.

**Already supported by Vicat in 2024**, Rima will be able to count on the Group's support once again in this new step in her career, aiming for the world title.



This partnership is part of a wider approach driven by the Group : support inspiring, meaningful career paths and concrete initiatives to build a more inclusive and supportive society. Together, Vicat and Rima share the same vision: **that of a future based on effort, transmission and collective responsibility.**

*"I am delighted to continue this wonderful adventure with the Vicat Group. Their support is invaluable to me, both on a sporting and human level. It's a relationship based on trust and on the strong values we share."* **Rima Ayadi**

*"We are proud to renew our support for Rima Ayadi. Her energy, determination and social commitment echo the identity of the Vicat Group. It's a relationship built on trust and on the long-term."* **Guy Sidos, Chairman and CEO, Vicat Group.**

### About Vicat:

For 170 years, VICAT has been a leading player in the mineral and biosourced building materials industry. Vicat is a group listed on the Euronext Paris stock exchange, part of the SBF 120 Index, and is under the majority control of the founding family. Committed to a trajectory that will make it carbon-neutral across its value chain by 2050, the company now operates three core lines of business: Cement, Ready-Mixed Concrete and Aggregates, as well as related activities. The Vicat Group is present in 12 countries spanning both developed and emerging markets. It has close to 10,000 employees and generated consolidated sales of €3,884 billion in 2024. With its strong regional positions, VICAT is developing a circular economy model beneficial for all and innovates every day to reduce the construction industry's environmental impact.

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