



PRESS RELEASE

## BIOGENTS SIGNS AN EXCLUSIVE PARTNERSHIP WITH THE TOUR DE FRANCE AND BECOMES "OFFICIAL PROTECTOR".

**Paris, February 12 2024 – Biogents, a pioneer in the development of innovative, scientifically-proven and sustainable mosquito traps, announces its exclusive partnership as an official supplier to the Tour de France.**

**Biogents will deploy a comprehensive educational and scientific approach, to support the promotion of its solutions via its exclusive distributors on the consumer market, SBM Life Science in Europe and SPG in France, but also with local authorities and professionals: hotels, restaurants... In particular, Biogents will protect the Fan Parks in the start and finish towns of Florence and Nice, offering spectators the opportunity to experience these key moments of the Tour de France without the inconvenience inherent in tiger mosquitoes.**



*From left to right: Julien Goupil A.S.O. Media and Partnerships Director, Yann Le Moenner A.S.O. Managing Director, Sophie Blazere Leclerc SBM Company Communications and Partnerships Director, Hugo Plan Biogents Director, Christian Prudhomme Tour de France Director.*

During the Tour de France, which will be held from June 29 to July 21, 2024, at the heart of the tiger mosquito season, Biogents has planned numerous awareness-raising and information campaigns about its traps for the general public, as well as in-store events via innovative and motivating competitions and challenges for retailers.

Thanks to this partnership, the Tour de France, a world-famous and popular event which attracts millions of spectators, will see the Florence and Nice Fan Parks transformed into mosquito-protected areas thanks to the Biogents solutions installed there beforehand. As was the case for the Toulouse Fan Zone during the Rugby World Cup in 2023.

*"The partnership with Le Tour de France is a fantastic opportunity for the Biogents teams and its exclusive distributors SBM and SPG to be in close contact with the public, local authorities and professionals to promote the effectiveness of our traps and their positive health impact! What's more, this year's Cesenatico stage in Italy is close to our heart, as it is the location of one of the first scientific studies carried out with our Biogents traps: a sign!" declares Hugo Plan, Biogents Director.*

*Christian Prudhomme, Director of the Tour de France, comments: "We are delighted to welcome a new brand to the Tour de France family of partners! Biogents Solutions will be tested as early as this year in certain hotels which will be hosting riders, to ensure a more peaceful environment free of mosquitoes. We share a common commitment towards the protection of biodiversity and therefore ensure a positive impact on our environment, which is a major concern for both the general public and local authorities"*



The result of more than 20 years of scientific research, Biogents solutions are not only environmentally friendly, but also highly effective in the long-term fight against "classic" mosquitoes such as the tiger mosquito. Over 400 scientific publications bear witness to this, as do customer cases such as Soneva Resort in the Maldives, which saw its tiger mosquito invasion reduced by 95% in just 6 weeks, while at the same time restoring biodiversity.

How do Biogents products work? Insecticide-free, Biogents anti-mosquito traps do not impact pollinating insects such as butterflies, ladybugs or bees, unlike other traps. They reproduce the human body signals that attract mosquitoes: the characteristic air movements of a body, as well as the smell of our skin and our breathing.

You can follow [Biogents](#) news during the Tour de France on its LinkedIn account, as well as that of its distributors [SBM Life Science](#) and [SPG](#).



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## AMAURY SPORT ORGANISATION



**Amaury Sport Organisation** is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events.

A.S.O. organises 250 days of competition per year, with 100

events in 36 countries.

A.S.O. is involved in 5 major sports including cycling with the Tour de France, motor sports with the Dakar, mass events with the Schneider Electric Marathon de Paris, golf with the Lacoste Ladies Open de France and sailing with production and distribution of images for prestigious races.

Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe."

To know more : <https://www.aso.fr/en/>

## BIOGENTS



**Biogents**, market leader in France, is the specialist in mosquito control, particularly for the tiger mosquito. Biogents develops and produces highly effective, insecticide-free mosquito traps, used by scientists, mosquito control specialists and private individuals worldwide. Biogents also offers a tailor-made service for local authorities and tourism professionals to support them

in their fight against mosquitoes.

More informations <https://eu.biogents.com/>

## SBM LIFE SCIENCE



SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.

SBM Life Science is the Garden subsidiary of SBM Company, a French, family-owned and independent group with almost 1,000 employees in 31 countries. Founded 30 years ago, SBM has a unique presence in Europe and North America, on both the amateur and professional markets.

SBM puts its expertise at the service of its customers and consumers through innovative and responsible solutions and services for their plants, gardens and living spaces. SBM offers a complete range of products for the protection, care and nutrition of plants, as well as seeds and potting soils, and pest and mosquito control products, to meet the needs of consumers: to nourish, beautify, maintain and defend.

For further information, please visit <https://sbm-company.com/>

SPG



SPG brings gardens to life. Specialist in vegetable 🥕 and floral 🌻 seeds, and biodiversity in the garden). Founded in 1680 as a partner to the King's gardens at Versailles, SPG is now one of the leaders in the world of gardening and supports all amateur gardeners in the creation and embellishment of their living environment. SPG is also the exclusive distributor for the general public of Biogents anti-mosquito trap solutions, particularly in the fight against the invasive tiger mosquito.

SPG's ambition for the future is to take part in the renaturation, garden after garden, of our planet 🌍.

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## PRESS CONTACT

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