



— UNDER THE AEGIS OF —
FONDATION DE LUXEMBOURG

Champ'seed Foundation (under the aegis of Fondation de Luxembourg)

2017 ANNUAL ACTIVITY REPORT

31 December 2016 – 31 December 2017





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OUR MILESTONES

- ➔ **2014:** creation of Champ'seed Foundation in October
- ➔ **2015:** recruitment of a technical coordinator in June (B. Ebrahimzadeh)
- ➔ **2016:** donor network expansion and first “gift matchings” in cooperation with a partner bank
- ➔ **2017:** Tax accreditation in the United Kingdom, Germany, France and Switzerland (on top of Luxembourg) and further donor network expansion

OUR MAIN STRENGTHS AND KEY FIGURES IN 2017

- ➔ **15** youths in care (21 since Champ'seed Foundation's creation) including 1 deaf-mute player.
- ➔ **~50%** of male and female players since 2015 – gender parity achieved
- ➔ **12** different nationalities from 3 continents
- ➔ **ATP TOP 100** reached by one of our players
- ➔ **JUNIOR US OPEN FINALS** for one of our players
- ➔ **1** major fundraising event
- ➔ **+109%** of donors compared to 2016



EDITORIAL

What a long way the Champ'seed Foundation has come since its creation in October 2014! Helping our young talents – thanks to our generous donors' support – achieve their first great results in tennis, remains our primary mission. And we couldn't ask for better results to end the year 2017 than one of our players reaching the Top 100 on the ATP rankings and another reaching the Junior US Open; both being supported by the Foundation since it started.

Since its creation under the aegis of Fondation de Luxembourg, Champ'seed Foundation has enabled no less than 21 youths, aged between 10 and 20 years old, to continue fulfilling their potential. The young talents coached by the Champ'seed Foundation received grants to fund their training, their physical preparation, their medical bills and their costs regarding facilities and equipment needed for their education and training. Champ'seed Foundation also allocated grants to cover their travel costs for their attendance to practice and tournaments as well as to help these youngsters prepare their entry in the professional world, on and off a tennis court. These young talents were able to benefit from the expertise of Champ'seed Foundation collaborators and the facilities of the Mouratoglou Tennis Academy which are made available to them, free of charge.

The physical training and mentoring of a player remain very expensive and without the help of the Champ'seed Foundation, these children would have most probably had to give up their dream and their competitive project, for lack of financing.

I would like to profusely thank the donors and partners of Champ'seed Foundation for their generosity and their support which enable our players to build their outstanding future as athletes. I am incredibly pleased to see that our original donors are still very implicated in the success of our players and I am delighted to see that new donors joined our cause during the course of 2017. This opportunity for a brilliant career, the young talents owe it first and foremost to our generous benefactors.

The brilliant results this year would be nothing without the commitment of the technical training staff, the caregivers and the volunteers implicated on the board and in our group of experts. May they all be warmly thanked for their investment in this project.

Patrick Mouratoglou

President and Founder of Champ'seed Foundation

I. FIGURES FOR THE YEAR: BENEFICIARIES AND ACTIVITIES

1. 2017 Beneficiaries

The year 2017 enabled the allocation of grants to 15 players who, for lack of resources, could have never pursued their educational and sports project and revealed their full potential.

These children and young adults, aged 10 to 20 years old, are:

- Stefanos Tsitsipas (Greece)
Born in 1997
No. 91 ATP (119 places better in 2017)
No. 2 Junior Worldwide in 2016
- Lee Duckhee (South Korea)
Born in 1998
No. 195 ATP
Deaf-mute player
- Rudolf Molleker (Germany)
Born in 2000
No. 36 ITF
No. 566 ATP (494 places better in 2017)
European Champion U14 (2014)
- Chun Hsin Tseng (Taiwan)
Born in 2001
No. 6 ITF
No. 1455 ATP (304 places better in 2017)
First round at the Junior French Open and Junior Wimbledon, and Second round at the Junior Australian Open
- Wojciech Marek (Poland)
Born in 2001
No. 47 ITF (139 places better in 2017)
No. 1690 ATP
Runner-up, Junior Orange Bowl B12s, 2013
- Lorenzo Musetti (Italy)
Born in 2002
No. 45 ITF (510 places better in 2017)
Runner-up, European Junior Championships, Plizen B14s, 2016
- Dawid Taczala (Poland)
Born in 2002
No. 562 ITF (456 places better in 2017)
Semi-Finalist, Les Petits As, 2016

- Noa Krznicaric (Croatia)
Born in 2003
No. 745 ITF (471 places lost in 2017)
Winner Eddie Herr International Junior Tennis Championships, 2015
- Daria Lopatetskaya (Ukraine)
Born in 2003
No. 228 ITF (717 places better in 2017)
Runner-up, Les Petits As, 2017
- Holger Vitus Nodskov Rune (Denmark)
Born in 2003
No. 175 ITF (1173 places better in 2017)
Semi-Finalist, Les Petits As, 2017
- Cori "Coco" Gauff (United States)
Born in 2004
No. 45 ITF (896 places better in 2017)
Runner-up at Junior US Open, 2017
Winner, Orange Bowl G12s, 2016
No.1 in the world in her age category
- Marc Majdandzic (Germany)
Born in 2005
Winner, Open 10-12 Boulogne-Billancourt, 2016
One of the most gifted worldwide in his age category
- Linda Fruhvirtova (Czech Republic)
Born in 2005
Winner, Auray Open Super 12, 2017
- Brenda Fruhvirtova (Czech Republic)
Born in 2007
One of the most gifted players worldwide in her age category
- Natalia Vikhlyantseva (Russia)
Born in 1997
No. 63 WTA (67 places better in 2017)
Runner-up, Rosmalen Championships WTA Open, 2017
Player supported for the first time in 2017

All these players get the support of the Champ'seed Foundation. Without the contribution from the foundation to their human and athletic fulfilment, they would have never had the opportunity to reach such a level of excellence.

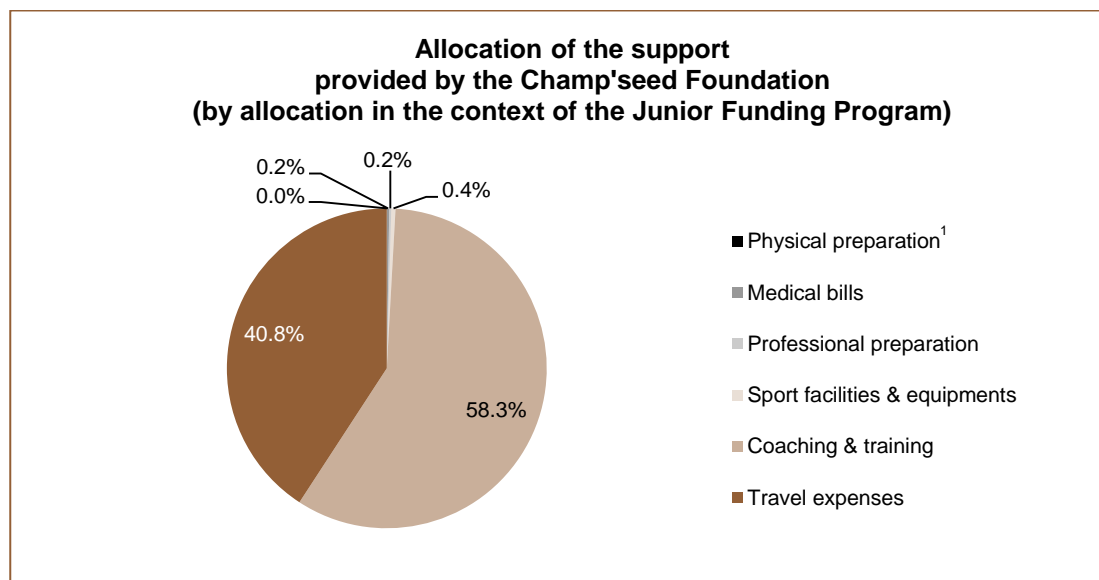
2. Support provided by the Champ'seed Foundation

Champ'seed has for mission to select the most promising youths who don't have the needed resources and to empower them to achieve their potential in the sport they have chosen to compete in professionally.

With the support of 15 youths in 2017 as part of the charitable Junior Funding Program, Champ'seed Foundation continued to pursue the objectives of its mission statement:

- Seek to build sustainable relationships with the players thanks to our donors' support
- Make the average level progress for all the players eligible for grants provided by the foundation
- Take part in major international tournaments and win titles at the highest level worldwide.

The players were able to count on the assistance of the Champ'seed Foundation to finance a coach, a fitness trainer, medical monitoring, contribute towards travel expenses (accommodation, train and plane tickets, meals) in order to attend international competitions. These expenses are often doubled for these youths as they cannot travel alone.



1. Unlike in 2015 where physical preparation was ensured by an external company representing 2% of our support from the Champ'seed Foundation, since 2016, the physical preparation is now ensured, free of charge, by the Mouratoglou Tennis Academy. Therefore, no funds from the Champ'seed Foundation have been allocated to that cause in the last two years.

3. Schooling and sports education

Education is crucial for all youngsters, that they be gifted tennis players or not. Champ'seed Foundation seeks to encourage all players to actively pursue their academic education.

Champ'seed Foundation's commitment is specifically limited to the promotion in the public interest of the education of youngsters in need through tennis in any way the Board might find useful, including by:

- The attribution of grants to these young players based on capabilities, to finance their practice, physical preparation, medical expenses and the use of necessary facilities and equipment for their education and training;
- The allocation of subsidies to cover travel expenses linked to the pursuit of such an education;
- The assistance and preparation of these youngsters to enter the professional world, on and off the courts.

The importance of a continuing education is recognized by the adapted schooling program, that the studies be pursued in a public or private school or through distance learning.

Champ'seed Foundation also has a relationship with the Mouratoglou Tennis Academy (MTA) which offers students a high-level sports and academic curriculum enabling to best combine intense training, tournaments and academic programs throughout the year. The ultimate goal is to guarantee to students a proper life project around sports and education leading to the professional circuit or an American university program with a focus on sports.

Champ'seed Foundation supports all players in the same way that they study at the MTA or follow another school education system.



II. 2017 HIGHLIGHTS

1. Champ'seed Foundation 2017 weekend

The Champ'seed 2017 weekend ended on the 19 June 2017 with great success. Throughout the day on Saturday, the donors were given the opportunity to play in mixed doubles with the young talents of the Champ'seed Foundation who gladly played along for the occasion.

All the participants then traded their tennis gear for elegant evening attire to enjoy a traditional charity gala dinner that took place around the tennis-racket shaped swimming pool of the Beachcomber French Riviera Hotel****. Violinists playing inside bubbles floating on water and a sumptuous décor immersed the guests in a particularly magical atmosphere.

One of the evening's highlights, was the fundraising auction organized by Champ'seed Foundation, the profits of which were donated to the Junior Funding Program to support our current and future young talents. Guests were able to snatch up prizes, some of which were as precious as they were legendary, like original tennis rackets belonging to Serena Williams and Roger Federer. Patrick Mouratoglou also greatly contributed by donating "Discovery" days on major world tournaments with the happy bidders. This magical evening stretched out into the early hours with a karaoke inaugurated by Patrick Mouratoglou to which legendary guests like Boris Becker or Iva Majoli joined.

The next day, the donors were back on the courts and could not get enough of playing. This is all very understandable when you are teaming up with Stefanos Tsitsipas, Dinara Safina, Sébastien Grosjean, Heidi El Tabakh, Younes El Aynaoui or Thomas Johansson.

2. Weeks of training and selection

The periods of training for the players selected by Champ'seed Foundation stretch out throughout the year. As regards their respective programs, these young talents come to adjust their game and get advice from Patrick Mouratoglou and the rest of the team.

On top of the regular training sessions, two large gatherings usually take place each year: all the selected players can participate to train together under the attentive eye of the technical coordinator Benjamin Ebrahimzadeh.

These gatherings are used to scout new talents who are invited to join the players of the Champ'seed Foundation.

3. Cori Gauff, the revelation of the Champ'seed Foundation



"I am super excited to be playing the Junior US Open, so definitely one of my goals is already accomplished!" A few days ahead of the competition, Cori aka "Coco" Gauff probably didn't imagine being in the final of the Junior US Open for her very first participation in a Grand slam junior tournament.

By reaching the final at the age of only 13 years and 5 months, Coco Gauff is the youngest girl to ever reach the US Open junior final since the event began in 1974. The "Next Gen" is definitely ensured with Coco who confirmed her place among the very first world junior players.

Coco joined the Champ'seed Foundation when it was created, at age 11. Thanks to the Champ'seed Foundation, Coco benefited from weeks of training and mentoring at the Mouratoglou Tennis Academy, physical training camps as well as coaching during tournaments like at the US Open.

In the last 2 years, Coco showed that she has the ambition and is gifted with a remarkable work capacity for her age. Her target is very clear: *"To become the greatest of all times"*.

One thing is for sure, this young 13-year-old teenager has grit and determination. She has already overcome a crucial milestone on her road to success!

4. Stefanos Tsitsipas enters the Top 100

At 19 years old, Stefanos Tsitsipas, an Antwerp qualifier, achieved in October 2017 his first success against a world top 10 player by defeating in the quarter finals the local favorite and seeded no. 1, the Belgium David Goffin 2-6, 7-6(1), 7-6(4).



Member of the Champ'seed Foundation since 2015, Stefanos confirmed that 2017 was the year of blossoming: with 10 finals achieved, no other qualified player performed as well on the ATP circuit. After being runner-up eight times in a row, the Greek player finally achieved his first victory on a main circuit during the Shanghai Rolex Masters the previous week and he hasn't stopped impressing since. His journey to the semi-finals of the ATP 250 in Antwerp led him to enter the Top 100 at the 95th place worldwide on Monday 23 October 2017.

Stefanos Tsitsipas established himself as one of the players to closely follow in the famous "Next Gen ATP" tournament.





III. GOVERNANCE AND MANAGEMENT: THE TEAM

1. Board

Established in October 2014 on creation of the Champ'seed Foundation, the Board takes all necessary measures to steer the action of the Foundation. The Board determines the Foundation's action plan, selects its beneficiaries and determines any potential partnerships.

The members of the Board are:

- Patrick Mouratoglou
President and Founder of the Champ'seed Foundation (under the aegis of Fondation de Luxembourg)
President of the Mouratoglou Tennis Academy
Serena Williams's coach
TV & Press Consultant
- Pierre Benichou
Executive Director at Goldman Sachs (London)
Competitor and tennis passionate
- Anne Kremer
Professional player from 1999 until 2014
Former No.18 WTA
Current executive assistant at CK Sportcenter (Luxembourg)
- Tonika Hirdman
General Director at Fondation de Luxembourg

 <p>PATRICK MOURATOGLOU Founder & President of the Champ' Seed Foundation, under the aegis of the foundation of Luxembourg. President of the Mouratoglou Tennis Academy Coach of Serena Williams TV & Press consultant</p>	 <p>PIERRE BENICHOU Managing director at Goldman Sachs(London) Competitor & Tennis passionate</p>	 <p>ANNE KREMER Former professional tennis player (1999-2014) Former WTA n°18 Executive assistant at CK Sportcenter (Luxembourg)</p>	 <p>TONIKA HIRDMAN General Director at Fondation de Luxembourg</p>
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2. Group of experts

5 members form the selection committee whose role is to put forward beneficiaries eligible for the support provided by Champ'seed Foundation:

- Patrick Mouratoglou
President and Founder of the Champ'seed Foundation (under the aegis of Fondation de Luxembourg)
President of the Mouratoglou Tennis Academy
Serena Williams's coach
TV & Press Consultant
- Laurent Rizzo
Former professional player and former agent at Octagon
Currently Wealth Management Advisor
- Luis Moris
Clinician psychologist
Former tennis coach
Doctors without Borders Volunteer
- Stéphanie Testard
Former professional player
Tennis and School Manager
- Jeremy Chardy
Professional tennis player

THE COMMITTEE IS FORMED OF 5 EXPERIENCED MEMBERS WHOSE MISSION IT IS TO SELECT CANDIDATES ELIGIBLE FOR THE SUPPORT PROVIDED BY THE FOUNDATION



	
<p>PATRICK MOURATOGLOU COACH OF SERENA WILLIAMS</p>	<p>LUIS MORIS CLINICIAN PSYCHOLOGIST FORMER TENNIS COACH</p>
	
<p>PRESIDENT OF THE MOURATOGLOU TENNIS ACADEMY</p>	<p>LAURENT RIZZO FORMER PROFESSIONAL TENNIS PLAYER FORMER AGENT FOR OCTAGON AGENCY</p>
<p>CURRENT WEALTH MANAGEMENT ADVISOR</p>	<p>JEREMY CHARDY PROFESSIONAL TENNIS PLAYER</p>
	<p>STÉPHANIE TESTARD FORMER PROFESSIONAL TENNIS PLAYER</p>
	<p>TENNIS & SCHOOL MANAGER</p>

3. Technical coordination

Benjamin 'Benny' Ebrahimzadeh is technical coordinator for the Champ'seed Foundation since June 2015.



Born on 3 January 1980 in Saarbrücken (Germany), Benjamin is the former coach of Angelique Kerber (ranked world No. 1) and of Andrea Petkovic (No. 31 WTA). He was also Head Coach at the Schüttler Waske Tennis Academy and national coach for the German federation.

Within the Champ'seed Foundation, Benjamin's role is to supervise each player's career plan, in terms of athletic excellence and medical fitness in conjunction with the player's technical team.

With the help of the specialists in different areas, Benny analyses the needs of each player in athletic and medical terms: technique, tactic, mental strength, physical preparation, nutrition.

As Benny chose to take time off with his family at the end of 2017, his right-hand man at the Mouratoglou Tennis Academy, Kerei Abakar, took over.

Born on 24 February 1985, Kerei used to be second series in France and played in the American college division. Kerei is also and mainly a high-level coaching expert. He namely brought the French tennis player, Jérémy Chardy to his highest ranking in 2013 (ATP No. 25). Kerei likes getting involved on the courts in collaboration with players' individual coaches and he is the coach of Stefanos Tsitsipas with his father Apostolos Tsitsipas since 2015: they trained him towards his best tennis yet with a No.15 ATP ranking as of 1 December 2018.



Kerei will be in charge of submitting files to the group of experts for review and validation from January 2018 onwards.



IV. OUR ONGOING PROJECTS

1. Further weeks of training and selection

New training and selection weeks should take place in 2018 to support new promising tennis talents that don't have the necessary financial resources to reach their highest potential.

These camps give the opportunity to the best juniors to show off the extent of their talent to Patrick Mouratoglou, President and Founder of the Champ'seed Foundation, Kerei Abakar, the new Technical Coordinator, and an ad-hoc team of coaches from the Mouratoglou Academy.

2. Champ'seed Foundation 2018 Gala

As it is now a ritual every year, this event must enable the foundation to raise major funds but also gather current and potential donors.

Many celebrities but also business owners and other high-level athletes will attend the gala this year to support the foundation.

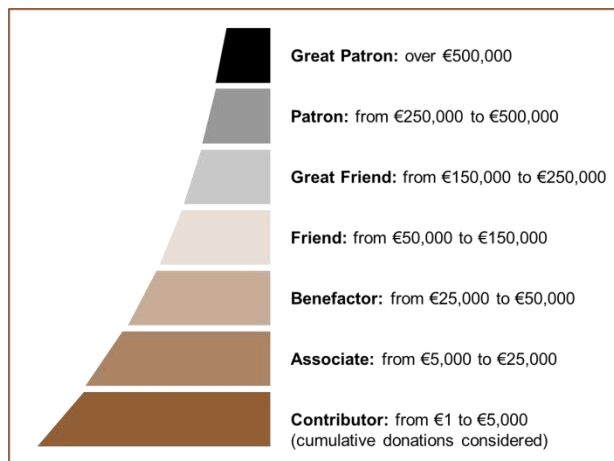
3. Donor programs

All donors are partners of the Champ'seed Foundation effort. They are, in that respect, associated with its achievements and successes.

All donors:

- have their name written in the annual activity report
- are subscribed to our newsletter

The categories of donors are illustrated in a pyramid:



The donors belonging to the categories “Great Friend”, “Patron” and “Great Patron” will be listed on the Donor Wall of the Champ'seed Foundation website and “guest of honor” at the annual Champ'seed Weekend.



DONOR WALL¹

Champ'seed Foundation is delighted to be able to count on the generosity and loyalty of the following donors to give young talents a chance to achieve their careers as professional tennis athletes. Certain donors have decided to stay anonymous and are not included in the list below. We thank all the donors profusely for their support: without them, the foundation could not pursue its mission.

Great Patron: over €500,000
Patrick Mouratoglou
Patron: from €250,000 to €500,000
Pierre Andurand Guillaume Rambourg
Great Friend: from €150,000 to €250,000
Stefan Bollinger Jean-Philippe Blochet James Reynolds
Friend: from €50,000 to €150,000
Maryline Mertz
Benefactor: from €25,000 to €50,000
Yannick Fedele Antoine de Guillenchmidt Alexander Jansen Jean-Christophe Kerdelhue Eric Murciano Guy Saidenberg Pablo Salame
Associate: from €5,000 to €25,000
Edouard Hervey Erik Petersson Dmitri Potishko



DONOR WALL¹ (CONTINUED)

Contributor: from €1 to €5,000
Gauthier Amiot
Olivier Belaich
Orianne Collins
Jean-François Demole
Rudi Falat
Jeremy Goldstein
Tim Huiszoon
Diana Kyllmann
Xavier Menguy
3A The Excellence of Art
Tie Break Tens
Riccardo Riboldi
Brian Robinson
Senka Softic
James Spooner
Arthur Villard

1. Statement as of 1 December 2018. Includes cumulative donations paid out and/or pledged to Champ'seed Foundation and/or the Junior Funding Program, taking into account the "annual giving funds" programs, and potential "gift matchings" and "gift aids".



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