



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

2020 ANNUAL ACTIVITY REPORT

31 December 2019 – 31 December 2020



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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 (in addition to Luxembourg) and further donor network expansion
- ➡ **2018:** Tax accreditation in the United States and appointment of a new technical coordinator (K. Abakar).
- ➡ **2019:** Celebration of the 5th anniversary of Champ'seed Foundation and renewal of the partnership with Fondation de Luxembourg for another 5 years. Broadening the donor network. Tax accreditation in Spain.
- ➡ **2020:** Management of the Covid period

OUR MAIN STRENGTHS AND KEY FIGURES IN 2020

- ➡ **12** children supported (34 since Champ'seed Foundation's creation)
- ➡ **11** different nationalities from 3 continents
- ➡ **WINNER OF THE *LES PETITS AS* TOURNAMENT**
Girls' Single and Double
- ➡ **No. 2 BOYS JUNIOR WORLDWIDE**
- ➡ **6 WINS OVER TOP 100 PLAYERS IN 2 WEEKS**

EDITORIAL

As this annual report is released in mid-April 2021, the world is experiencing an unprecedented global health crisis. Our players are going through a challenging period in terms of managing their tournaments and training. This historical situation reveals the most basic human needs - health and the importance of friendships and family relationships.

As I write these lines, we are pursuing our commitment to our young talents to build their tennis careers by overcoming this crisis as best we can with the help of all those who have always supported us so generously.

Given this unprecedented situation, Champ'seed Foundation's 2020 results are even more encouraging.

Following in the footsteps of their glorious elders, Stefanos Tsitsipas (who became No. 5 in the ATP rankings) and Cori Gauff (No. 35 in the WTA rankings), our young players dazzled all the international tennis courts with their talent despite the cancellation of numerous tournaments (including two of the four junior Grand Slam tournaments, Wimbledon and the US Open).

1 win in singles and doubles for the girls at the prestigious Petits As tournament (the world's biggest reference in the under 14 category), 1 win in a challenger tournament on the ATP Tour for each of our two oldest young players, with one winning 6 times in a fortnight against World Top 100 players, and the other being ranked World No.2 Junior at the end of 2020... What a success!

Under the aegis of Fondation de Luxembourg, Champ'seed Foundation has already enabled 34 young talents, aged 10 to 21, to be awarded grants to cover their sports training and education, their physical preparation, their medical expenses and their costs related to the use of sports facilities and equipment. Champ'seed Foundation also allocated grants to cover their travel costs for their attendance to practice and tournaments as well as to help these young talents 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.

This report is the opportunity to thank all 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. This chance for a professional career, the children also owe it to 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.

As we look toward the future, we are committed to carrying out our action in line with the human and sporting values of the great family that is Champ'seed.

Patrick Mouratoglou
President and Founder of the Champ'seed Foundation

I. FIGURES FOR THE YEAR: BENEFICIARIES AND ACTIVITIES

1. 2020 Beneficiaries

The year 2020 enabled the allocation of grants to 12 players who, for lack of resources, could never have pursued their educational and sports project and revealed their full potential.

These children and young adults, aged 10 to 21 years old, are:

- **Lorenzo Musetti (Italy)**
Born in 2002
No. 128 ATP (232 places better in 2020)
World No. 2 for players born in 2002
1st player born in 2002 to reach the semi-finals of an ATP 250 tournament
Winner of an ATP 88K challenger in Forli (Italy)
R16 ATP Masters 1000 Rome (Italy)
- **Holger Vitus Nodskov Rune (Denmark)**
Born in 2003
No. 2 ITF Junior (same place as in 2019)
No. 473 ATP Junior (546 places better in 2020)
Winner of an ATP 25K challenger Klosters (Switzerland)
Winner of 2 ITF Futures 15K (Spain and Turkey)
- **Constantinos Koshis (Cyprus)**
Born in 2004
No. 175 ITF Junior (83 places better in 2020)
- **Linda Fruhvirtova (Czech Republic)**
Born in 2005
No. 18 ITF Junior
No. 747 WTA (62 places better in 2020)
Finalist ITF 15K Monastir (Tunisia)
QF WTA 25K Altenkirchen (Germany)
- **Lennon Jones (Japan)**
Born in 2005
No. 450 ITF Junior (796 places better in 2020)
Winner of 2 ITF J5 tournaments in Japan
- **Michaela Laki (Greece)**
Born in 2005
No. 142 ITF Junior (20 places better in 2020)
No. 1280 WTA – her first WTA ranking
QF ITF J1 Plovdiv (Bulgaria)
- **Marc Majdandzic (Germany)**
Born in 2005
No. 1858 ITF Junior
First Main Draw win at ITF Junior in Hanover (Germany)

- **Clervie Ngounoue (United States)**
Born in 2006
No. 237 ITF Junior (moved up 175 places in 2020)
2020 *Les Petits As* U14s Singles Finalist, Doubles Winner
SF ITF J3 Istanbul (Turkey)
QF ITF J3 Sobota (Poland) and ITF J3 Lousada (Portugal)
- **Brenda Fruhvirtova (Czech Republic)**
Born in 2007
No. 309 ITF Junior— her first ITF Junior ranking
Winner of the 2020 *Les Petits As* U14 tournament (Super Cat)
Winner of the 2020 Stockholm U14 tournament (Super Cat)
Winner of 2 ITF J2 (Egypt) and ITF J3 (Turkey) tournaments
Winner of the Maribor U16 tournament (Cat 2, Slovenia)
- **Shanice Roignot (France)**
Born in 2007
No. 1 French Girls in the U14 category
No. 11 in Europe U14 category
Winner of the Sainte-Geneviève-Des-Bois U14 tournament (Cat 1)
- **Ksenia Efremova (Russia)**
Born in 2009
Winner Girls U14 Cat 3 Tournament Alicante (Spain)
Finalist in the U14 Cat 2 tournaments of Pescara (Italy) and Maribor (Slovenia)
- **Svit Suljić (Slovenia)**
Born in 2009
QF of the U14 Cat 3 tournament in Budapest (Hungary)
One of the most gifted worldwide in his age category

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.

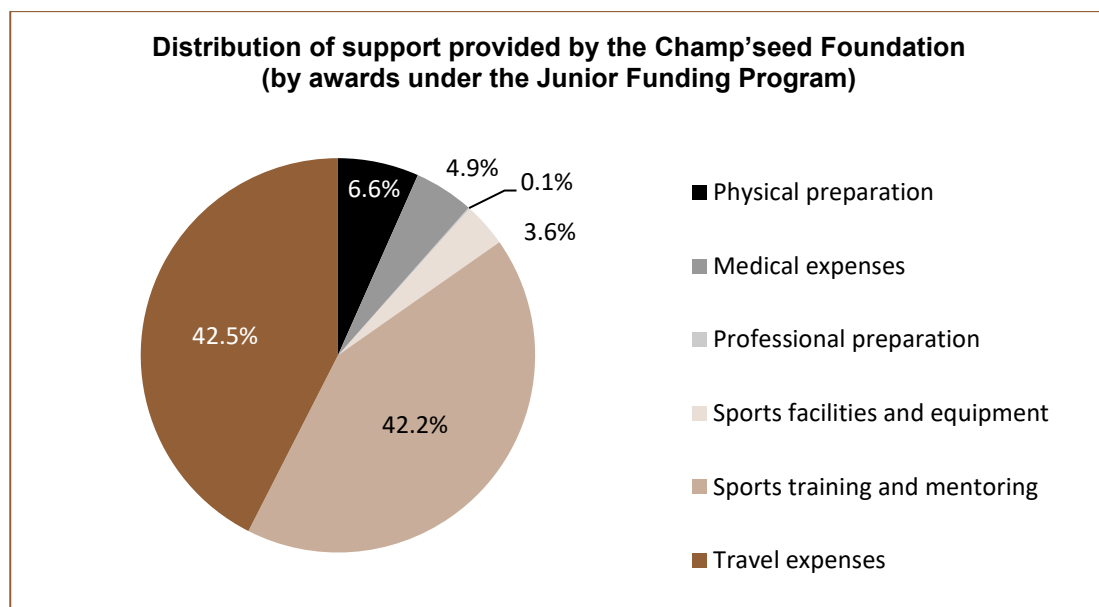
2. Support provided by the Champ'seed Foundation

Champ'Seed has for mission to select the most promising young talents 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.

Bringing support to 12 young talents in 2020 as part of the charitable Junior Funding Program, Champ'seed Foundation continued to pursue the objectives of its mission statement:

- To build sustainable relationships with the players thanks to our donors' support
- To improve the average level of all players eligible for support from the foundation
- To get these players to 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 coaches, fitness trainers, medical monitoring, contribute towards travel expenses (accommodation, train and plane tickets, meals) to attend international competitions. These expenses are often doubled for these young talents as they cannot travel on their own.



3. Schooling and sports education

Education is crucial for all young talents, 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 young talents in need through tennis in any way the Board might find useful, including by:

- The attribution of grants to these young talents 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 grants to cover travel expenses linked to the pursuit of such an education;
- The assistance and preparation of these young talents to enter the professional world, on and off the courts.

The importance of a continuing education is recognised by the adapted schooling programme, 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 programmes 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 programme 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. 2020 HIGHLIGHTS

1. Pro-AM & Champ'seed Gala

The Charity Gala should have been held in June 2020, which would have been the sixth Charity Gala of the Champ'seed Foundation.

The Covid-19 health crisis did not allow us to organize it, but we all hope that 2021 will be a year of renewal.

Let's hope that in 2021 we will see all these celebrities, donors and young talents, come together again for some exciting matches.



And let's hope we can all meet again in 2021 for the traditional charity gala dinner!



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.

Despite programming issues, the Champ'seed Foundation continued to scout for new talent in 2020. It is under the expert eye of Patrick Mouratoglou and Kerei Abakar, the technical coordinator, that some of these talents were invited to become members of the Champ'seed Foundation.

3. Champ'seed Foundation's sporting successes in 2020



Lorenzo Musetti (Italy) continued his impressive progress on the ATP Main Tour as he ended the year ranking at No. 128! He notably won the ATP 88K Challenger in Forli (Italy), after 6 wins in a fortnight against World Top 100 players. He is the World No. 2 player in his age group on the ATP Tour.

For **Holger Rune** (Denmark), 2020 confirmed his blossoming on the ATP Main Tour where he moved up 546 places to 473rd. Winner of the ATP 25K challenger in Klosters (Switzerland), he also won 2 ITF Futures 15K in Spain and In Turkey in 2020. In the junior category, he maintained his position as World No.2.



In 2020, **Linda Fruhvirtova** (Czech Republic) continued to live up to the expectations by reaching a World Ranking of No. 18 in the junior category, moving up 62 places to No. 747 in the WTA rankings at just 15 years old. She was the finalist of the ITF 15K tournament in Monastir.

Lennon Jones (Japan) continued to impress and achieved No. 450 of the ITF Junior rankings, having moved up 796 places, the biggest improvement among our Champ'seed players this year. He won two ITF J5 tournaments in Japan.



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In 2020, **Clervie Ngounoue** (USA) was the singles finalist and doubles winner of the prestigious *Les Petits As* tournament. At 14, she is No. 237 in the World Junior Ranking (175 places gained in 2020).

Brenda Fruhvirtova (Czech Republic) is perpetuating the family saga by winning, just one year after her sister, the prestigious *Les Petits As* tournament title!

She won the Stockholm tournament again in the under-14 category, allowing the trophy to remain in the family for three consecutive years.

In the U16 category, she won the Maribor tournament in Slovenia (Cat 2).

In the Under 18 category, she won two ITF J2 tournaments (Egypt) and J3 (Turkey), and at only 13 years of age, she was ranked No.309 in the World Junior Ranking.



Invited to join the foundation in December 2019, **Ksenia Efremova** (Russia) and **Svit Suljić** (Slovenia) are our two youngest Champ'seed players. They are both promised to writing a great story.

Let's hope that 2021 will be even more fruitful!

4. Spotlight on the Champ'seed Foundation Alumni

At the end of 2017, thanks to his excellent results, **Stefanos Tsitsipas** (Greece) was able to finance his own way and thus left the Champ'seed Foundation at the age of 19. Since then, Stefanos has continued to progress at the highest level. He won the Next Gen Masters in 2018, and the following year won the ATP World Tour Finals, which features the world top eight players. In the Grand Slam, he shined by reaching the semi-finals twice, at the French Open in 2020 and at the Australian Open in 2021. At the time of writing this report, Stefanos is ranked No.5 in the world.



Early bloomer **Cori "Coco" Gauff** (USA) left the foundation in 2018 at the age of 14 after securing a major sponsorship deal. She then went on to achieve remarkable success and won her first title on the professional circuit in Linz (Austria) in 2019. She reached the round of 16 at Wimbledon in 2019 and at the Australian Open in 2020. To date, she is ranked 35th in the world in the WTA rankings.

Alexei Popyrin (Australia) was supported by the Champ'seed Foundation until the end of 2018, as he was fast approaching the Top 100 players in the world. In 2021 he won his first ATP 250 tournament in Singapore and is currently ranked 82nd in the World ATP rankings, which is his highest ranking to date. There is no doubt that we will continue hearing from this great player's success!



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
Managing Director at Goldman Sachs (New York)
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



**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



**PIERRE
BENICHO**

Managing director at
Goldman Sachs(London)

Competitor & Tennis
passionate



**ANNE
KREMER**

Former professional tennis
player (1999-2014)
Former WTA n°18

Executive assistant at CK
Sportcenter (Luxembourg)



**TONIKA
HIRDMAN**

General Director at
Fondation de Luxembourg

2. Group of experts

5 members form the selection committee whose role is to put forward beneficiaries in accordance with the objectives of the 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 agent
- 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



PATRICK MOURATOGLOU

COACH
OF SERENA
WILLIAMS

PRESIDENT OF
THE MOURATOGLOU
TENNIS ACADEMY



LAURENT RIZZO

FORMER
PROFESSIONAL
TENNIS PLAYER

FORMER AGENT
FOR OCTAGON
AGENCY

CURRENT WEALTH
MANAGEMENT
ADVISOR



LUIS MORIS

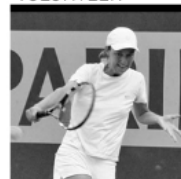
CLINICIAN
PSYCHOLOGIST
FORMER TENNIS
COACH

"DOCTORS WITHOUT
BORDERS"
VOLUNTEER



JEREMY CHARDY

PROFESSIONAL
TENNIS PLAYER



STÉPHANIE TESTARD

FORMER
PROFESSIONAL
TENNIS PLAYER

TENNIS & SCHOOL
MANAGER

3. Technical coordination

Kerei Abakar has been the technical coordinator of the Champ'seed Foundation since January 2018.

Born on 24 February 1985, Kerei used to 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.5 ATP ranking as of April 5, 2021.



In his role, Kerei is responsible for forwarding the files to the Group of Experts for review and validation.

IV. OUR ONGOING PROJECTS

1. New week of training and selection

Firstly, new players will come to show their talent throughout the year and, in addition, a new week of training and selection week should take place in 2021 to support new promising tennis talents that don't have the necessary financial resources to reach their highest potential.

It will 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 Technical Coordinator, and an ad-hoc team of coaches from the Mouratoglou Academy.

2. Champ'seed Foundation 2021 Partners Evening

The Champ'seed Foundation Gala was cancelled in 2020 due to the pandemic but we hope to revive the tradition in 2021. The gala should enable the foundation to raise major funds but also gather current and potential donors.

We hope that this gala, scheduled for June 20 & 21, 2021, can be held in a warm atmosphere without fear of physical contact due to the coronavirus pandemic.

We would certainly promptly let our partners know of a new date were the organization of such an event postponed.

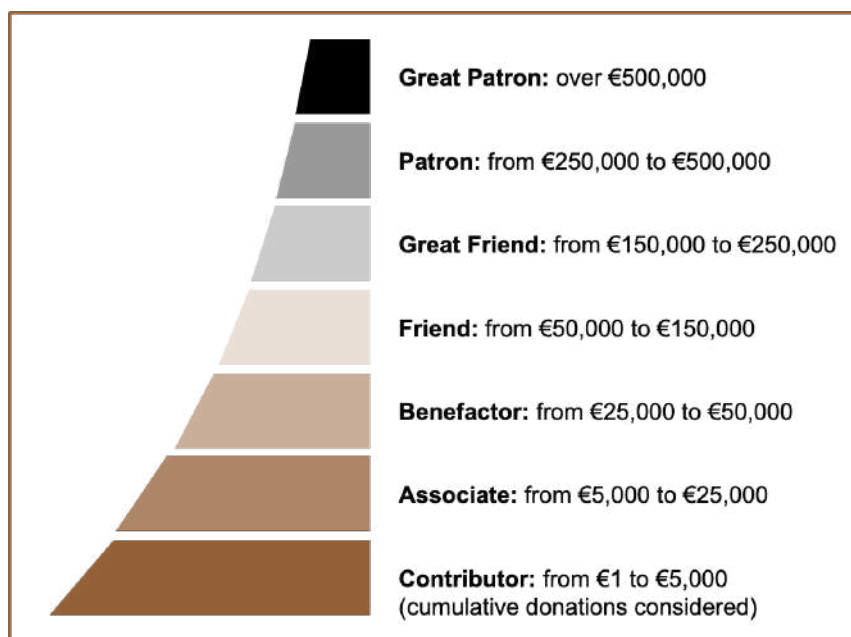
V. OUR DONOR PROGRAM

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 in the categories “Great Friend”, “Patron” and “Great Patron” categories will be listed on the Donor Wall of the Champ'seed Foundation website and will be “Guests of honour” 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 James Reynolds
Great Friend: from €150,000 to €250,000
Jean-Philippe Blochet Stefan Bollinger Thibaut Large
Friend: from €50,000 to €150,000
Olaf Diaz-Pintado Yannick Fedele Antoine de Guillenchmidt Maryline Mertz Michael Sherwood Shaun T
Benefactor: from €25,000 to €50,000
Jean-François, Cécile & Noëlle Demole Loïc Fery Alexander Jansen Jean-Christophe Kerdelhue Xavier Mayer Eric Murciano Alexis Ohanian Guy Saidenberg Pablo Salame Ed van Wyk

DONOR WALL¹ (CONTINUED)

Associate: from €5,000 to €25,000
<p>Archibald Ciganer Edouard Hervey Nico Hülkenberg Erik Petersson Dmitri Potishko</p>
Contributor: from €1 to €5,000
<p>3A The Excellence of Art Gauthier Amiot Olivier Belaich Orianne Collins Jared Donaldson Rudi Falat Jeremy Goldstein Tim Huiszoon Diana Kyllmann Xavier Menguy Cyr Paillard Riccardo Riboldi Brian Robinson Senka Softic James Spooner Tie Break Tens Arthur Villard</p>

1. Statement as of 31 March 2021. 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".



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

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