

April 30, 2020

EXTERNAL COMMUNICATION – DECATHLON UNITED #2

ONEBLUEWEEK

IN SPORT WE TRUST!



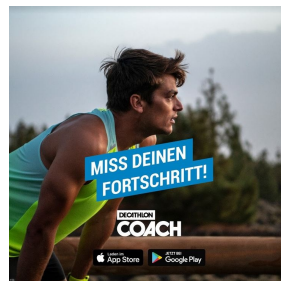
19 Sporting Reasons to fight against covid-19!



Sport is the best way to fight viruses...

If we keep active, our immune system is stimulated, which in turn protects us from all kinds of diseases. We have come up with 19 excellent reasons to **do sport**, to help in the fight against Covid19. Take a look at the infographics in our "[sport makes us stronger](#) press release".

READ



Decathlon Coach all around the world!

Our sport app, Decathlon Coach, is now available in 157 countries [worldwide](#), and in 8 languages: French, Spanish, Portuguese, Italian, Russian, English, German and Dutch.

Discover

HOPE MEMO N°8

SPISUJEMY SIĘ NA MEDAL



FROM BYTOM, POLAND

oneblueteam
DECATHLONUNITED

ONE BLUE TIP N°12

#SportAtHome



ONE TO ONE

oneblueteam
DECATHLONUNITED

One Blue Figure

6 more stores open in Colombia!

All of our Colombia's **six** stores are now open, adhering fully to strict health and **safety measures**.

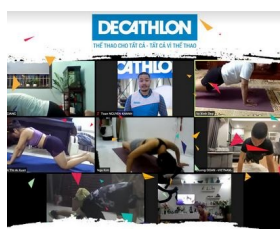


Our Blue Key Facts



A World Champ as our fitness coach

Our very own **Yohann Diniz**, race walking world champion and Newfeel technical partner, has filmed himself at home, so he can share his useful fitness tips with our One Blue Team followers.



CYBER TRAINING

Cyber-training in Vietnam!

This scheme was set up to provide a logical solution to our new homeworking situations. It currently consists of 3 instructed **online group fitness workouts** and 2 instructed online group yoga classes per week, available to our teammates.

A great opportunity to "re-invent our relationship with customers and users!"

Sport makes us stronger!



A personalized sports message in Italia!

Teammates preparing online orders in Italian can now insert their own **personalised message** in the customer's package.

One Blue Social Media

Tweet of the week

Camping at home with Quechua!
#WeCareForYou



Marc Sureda El Poll
@marc_elpoll

2 seconds per muntar i 2 hours
per plegar! Tornem a casa! 🙌
#capdesetmana #familytime
#joemquedoacasa #quechua
#atope @decathlonEs

[Traduire le Tweet](#)



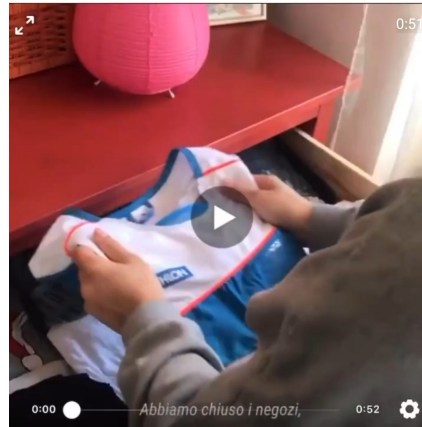
gavarres365

Instagram of the week

Team play is vital if you want to win
challenges! Message from Decathlon
Livorno

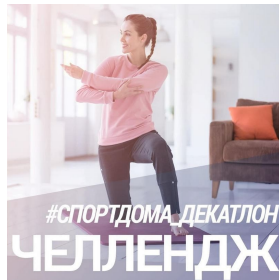


decathlon359.livorno



Aimé par [decathlon_emmen](#) et d'autres personnes
[decathlon359.livorno](#) Siamo una squadra fortissima,

One Blue Press Report



Nice Press Coverage in Russia: "Decathlon launches its 'Sport at Home' challenge on social media!"

В рамках проекта «Оставайся дома. Оставайся в форме» Decathlon запускает челлендж в соцсетях и призывает участников поддерживать спортивную форму, тренируясь дома, и делиться фотографиями и видео домашних тренировок.

[Read](#)

[More](#)

Got any questions, suggestions, [Ideas and comments ?](#)

Feel free to send us any news or items (via annelaure.pavy@decathlon.com) we could feature.

We look forward to sending you our next **One Blue Week #3 on Thursday 7 May.**

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