Agenda

1. Olympic Movement
2. The Rio 2016™ project
3. Opportunities for partnership with Rio 2016™
4. Rio 2016™ sustainable supply chain programme
5. Rio 2016™ sustainable supply chain planning and next steps
6. Rio 2016™ sustainable supply chain market development
1 Olympic Movement
Olympic Movement

VISION
Create a better world through sport

VALUES
Celebrate FRIENDSHIP
Demonstrate RESPECT
Strive for EXCELLENCE
OLYMPIC GAMES

41 SPORTS

10,500 ATHLETES FROM 204 COUNTRIES*

25,100 ACCREDITED MEDIA PROFESSIONALS**

70,000 VOLUNTEERS**

8.8 million TICKETS SOLD*

PARALYMPIC GAMES

22 SPORTS

4,200 ATHLETES FROM 174 COUNTRIES*

7,200 ACCREDITED MEDIA PROFESSIONALS**

30,000 VOLUNTEERS**

2.2 million TICKETS SOLD*

2
The Rio 2016™ PROJECT
2 October 2009: an unprecedented victory

Global impact: 250 newspaper front pages across the world
The secrets of victory

- A positive moment for Brazil on the world scene
- Success of 2007 Pan and Parapan American Games
- Technical excellence of the project
- Three levels of government united behind bid
- The only bid city led by sport: total COB involvement
All Brazilians uniting to deliver the greatest festival on Earth, proudly advancing through sport, our national promise of progress
Rio 2016™ team

End of 2012

Games time

375

113,000

Employees
Volunteers
Suppliers

8,000
70,000
35,000
Barra Zone

54% Olympic Sports

59% Paralympic Sports

15 Venues
Copacabana Zone

14% Olympic Sports
18% Paralympic Sports
5 Venues
Maracanã Zone

18% Olympic sports

9% Paralympic sports

5 Venues
Deodoro Zone

14% Olympic Sports
14% Paralympic Sports
7 Venues
Competition venues

- Olympic Mountain Bike Park (X Park)
- Deodoro Modern Pentathlon Park
- Olympic Hockey Centre
- Olympic Whitewater Stadium (X Park)
- Olympic BMX Centre (X Park)
- Deodoro Arena
- National Equestrian Centre
- National Shooting Centre
- Riocentro
- Olympic Park
- Golf Reserva Marapendi
- João Havelange Stadium
- Maracanã Stadium
- Maracanãzinho Arena
- Sambódromo
- Flamengo Park
- Copacabana Stadium
- Fort Copacabana
- Lagoa Rodrigo de Freitas
- Marina da Glória
3

Opportunities for partnership with Rio 2016™
Sponsorship levels

LEVEL OF RIGHTS

BASE

1

2

3
Strengthen Your Brand
- Increase brand loyalty
- Create awareness and visibility
- Step-change brand through Olympic affiliation
- Ignite emotional connection with customers and partners
- Showcase innovation and technical excellence
- Enhance corporate reputation
- Align the portfolio of your brands
- Grow brand value
- Develop affinity programs

Boost Business Performance
- Lock out competition through exclusive Olympic partnership
- Build new business and consumer relationships
- Drive retail traffic and promotions
- Launch new product or service
- Stimulate sales, trial and usage
- Expand market share
- Leverage multi partner cross selling strategies
- Engage in sustainability programmes

Unleash Human Potential
- Increase employee morale and pride
- Improve employee retention
- Motivate sales force
- Attract new talent
- Engage in volunteerism
- Promote youth programmes
- Build corporate citizenship
- Foster diversity and community
INTERNATIONAL PARTNER’S CASES

The London 2012 Shop

[Image of toy cars]
Improving the brand’s value

“If we can do it for the Olympic Games…”
Exclusive presence
Competing for best talents
Development of GE business Beijing 2008

- Partnership with Chinese aircraft company
- Provision of safety solutions for 25 underground rail lines
- Partnership for generation of wind energy
- Hybrid vehicle test market
Sales force incentive programme

Decathlon Challenge concept

- “The ultimate contest for sales athletes”
- Year round incentive calendar based around 10 sales disciplines
- “Champion” based on overall performance across the 10 disciplines
RIO 2016™ SUSTAINABLE SUPPLY CHAIN PROGRAMME
## Brief History on Sustainable Supply Chain in Olympic Games

### UN: from Environment to Sustainable Development

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>Stockholm Conference</td>
</tr>
<tr>
<td>1987</td>
<td>Limits to Growth</td>
</tr>
<tr>
<td>1992</td>
<td>Our Common Future</td>
</tr>
<tr>
<td>1994</td>
<td>Eco 92</td>
</tr>
<tr>
<td>1995</td>
<td>Kyoto Conference</td>
</tr>
<tr>
<td>1999</td>
<td>Millennium Development Goals</td>
</tr>
<tr>
<td>2000</td>
<td>Johannesburg Summit</td>
</tr>
<tr>
<td>2002</td>
<td>Rio+20</td>
</tr>
</tbody>
</table>

### IOC: the evolution of Sustainability in Olympic Games

<table>
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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>1972</td>
<td>Modification in Olympic Charter</td>
</tr>
<tr>
<td>1992</td>
<td>First WCSE</td>
</tr>
<tr>
<td>1994</td>
<td>“Olympic Agenda 21”</td>
</tr>
<tr>
<td>1995</td>
<td>Sidney 2000</td>
</tr>
<tr>
<td>1999</td>
<td>OGI Implementation</td>
</tr>
<tr>
<td>2000</td>
<td>London 2012</td>
</tr>
<tr>
<td>2002</td>
<td>Rio 2016™</td>
</tr>
</tbody>
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Rio 2016™ Sustainable Supply Chain Programme

Integrating sustainability to our day-to-day business practices, by ensuring that all products and services procured or licensed are aligned with our commitments:

- Setting clear requirements and guidelines
  - ISO 14001, OHSAS 18001, ISO 26000, ISO 20121, FSC, ABNT Green Labels, FLO
  - Restrictions and requirements

- Building capacity and engagement within the local and external market
  - Early communication of purchasing needs
  - Workshops, guidelines and training sessions

- Considering Sustainability requirements during tendering processes
  - RFI, certifications, supplier master catalogue
  - Cost reduction through efficiency
  - Value added / brand protection

- Monitoring suppliers’ compliance
  - Audits, corrective actions, reporting
  - Database monitoring

- Dissolution management
  - Logistics planning
  - Packaging and waste management
  - Reverse logistics
  - Assets dissolution and distribution

Sustainability Management Plan (SMP)

- **Planet** - overall environmental commitment to act locally with a global vision of sustainability

- **People** - need for ample social benefits, consistent and inclusive for the entire Rio population

- **Prosperity** - good and transparent management of the Games, contributing to the economic growth of the city
Rio 2016™ Budget
Near R$ 3 BILLION until 2016

2008 Budget
Supply Chain Programme

2012
Framework
• Policies
• Processes and Tools
• General Requirements
• KPIs
• Demand Planning
• Logistics services demand planning
• Logistics operations requirements

2012-2013
Market Development
• Demands and requirements communication
• Workshops and training sessions
• Suppliers development to meet future demands and requirements
• Suppliers pre-registration
• Operational partners selection

2014-2015
Procurement Execution
• Negotiation of 75%-80% of the total volume
• Catalogues and rate cards for materials and services
• Logistics planning adjustment
• Beginning of the logistics operations

2015-2016
Implementation
• Purchase orders
• Contract management
• Suppliers management
• Compliance control
• Supply chain operation

2016-2017
Dissolution
• Contracts Closure
• Assets sales
• Safe disposal
• Donations
• Returns
6 MARKET DEVELOPMENT
Supplyer Portal

http://portaldesuprimentos.rio2016.com/

Bem-vindo ao Portal de Suprimentos Rio 2016™

22/10/2012
Portal de Suprimentos Rio 2016™ reafirma compromisso com a transparência

Contratações de bens e serviços no Rio 2016™ seguem processos claros e critérios de sustentabilidade. Continue reading →
Supplyer Portal

http://portaldesuprimentos.rio2016.com/

On the Supplier Portal suppliers will be able to:

- Pre-Register
- Register
- See past, current, and future RFXs
- Receive procurement related information
- Download Procurement related documents
  (i.e. Sustainable Supply-Chain Guide, Packaging Guide, Prohibited Substances, etc)
Pre-Registration and Registration

Interested suppliers access the Supplier Portal

Suppliers fill-out the pre-registration and become available to Rio 2016 buyers

Approved Suppliers Monitoring

Approved Suppliers are available to receive RFQs, RFPs and POs

Buyers search database to look for suppliers that can participate in specific RFP and ask for further information - Registration

Suppliers have their Registration approved and are available to do transactions
Rio 2016™ Budget

Approximately R$ 3 Billion on purchasing until 2016 - Major categories

- Temporary constructions - 28%
- Transportation (bus, taxi, van, car) - 10%
- Events (materials & services) - 9%
- Services outsourcing - 7%
- Food - 6%
- Installations, furniture, non sports equipment - 5%
- IT equipment/computers - 4%
- Look of the Games - 2%
- Software - 2%
- Marketing services - 2%
- Games management systems - 2%
- Cleaning services and laundry - 2%
- Video equipment - 2%
- Electronic equipment - 2%
- Printing - 1%
- Others - 18%

Budget 2008
Rio 2016™ Budget

The group “Others” represents approximately R$ 600 Million on purchasing until 2016