Fltr: Rien van Haperen (Director EC Athletics 2016), Ellen van Langen (1992 Olympic Champion) and Remco Barbier (NN Group Manager Branding) marked the start of the partnership at the NN CPC Run in The Hague.

NN Group sponsors 2016 european athletics championships

NN Group will officially sponsor the 2016 European Athletics Championships (ECH). The ECH will take place in Amsterdam from 6 to 10 July. It will be the largest sporting event to be organised in the Netherlands this year.

NN Group's sponsorship policy focuses on running, because it is an activity that unites different generations. It is also consistent with NN's goal: to contribute to people's health and financial wellbeing. Since 2015, NN Group has been the main sponsor of the Rotterdam Marathon, the CPC Loop in The Hague and several other running events in the locations in which NN operates, both in Europe and Japan.

> **'The ECH is a unique event in the Netherlands. Runners and other sports enthusiasts really look forward to it. More and more people have started running, and the achievements of top athletes contribute to the popularity of the sport. For that reason, we are proud to sponsor the ECH,'** says Remco Barbier, NN Group Branding Manager.

Last Sunday, Ellen van Langen, an Olympic champion in the 800 metres (1992) and now ECH Event Ambassador, marked the start of the partnership between NN Group and ECH Amsterdam 2016. She fired the starter's pistol at the NN CPC Loop in The Hague.

> **'I am delighted that NN is involved in athletics. Our cooperation with NN and our other sponsors allows us to organise the ECH in the Netherlands. The event is a unique opportunity for fans to see our own Dutch top athletes in action, and cheer them on. Especially just one month before the Olympic Games in Rio de Janeiro.'** Ellen says.

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NN Group profile
NN Group is an international insurance and asset management company, active in more than 18 countries, with a strong presence in a number of European countries and Japan. With around 11,500 employees the group offers retirement services, insurance, investments and banking to more than 15 million customers. NN Group includes Nationale-Nederlanden, NN and NN Investment Partners. NN Group is listed on Euronext Amsterdam (NN).

About the European Athletics Championships Amsterdam 2016
The European Athletics Championships in Amsterdam (6-10 July) form the most important sports event in the Netherlands in 2016. Recreational and professional sports go hand-in-hand at beautiful venues like the Olympic Stadium and the Museum square. During the ECH, lots of activities related to sports, athletic behaviour in the Dutch society and a healthy lifestyle will be stimulated. Athletics like never before!

NN