

## LACOSTE INAUGURATES THE NOVAK DJOKOVIC COURT IN BELGRADE TO PROMOTE YOUTH ACCESS TO TENNIS

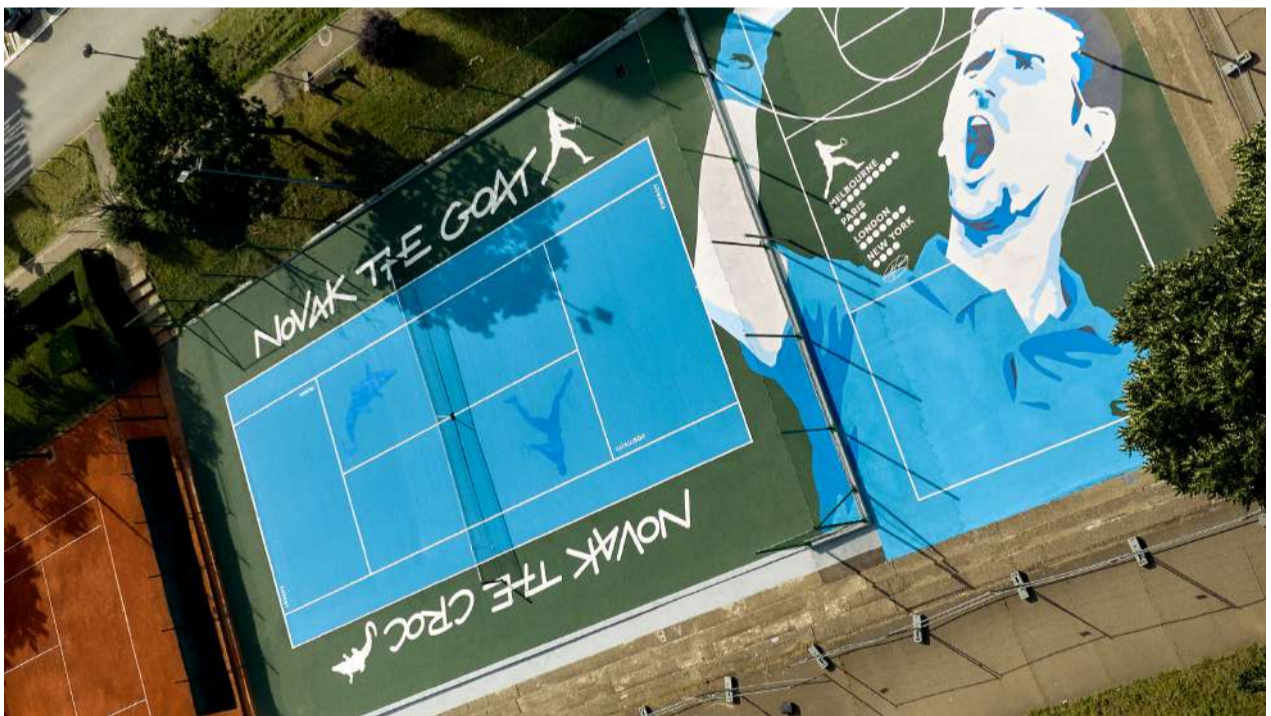
Paris, May 15, 2025 - Yesterday, Lacoste inaugurated the Novak Djokovic tennis court in Belgrade, the hometown of the international champion. Fully renovated and featuring a unique design, the court celebrates Novak Djokovic's extraordinary career.



The project was carried out in partnership with the Novak Djokovic Foundation, which develops early childhood education initiatives in Serbia to combat educational inequality from a young age. The court will be operated by the foundation as part of its educational program.



Located in the heart of his native city, the court's one-of-a-kind design pays tribute to Novak Djokovic's career and offers young people the opportunity to discover tennis while also taking part in educational, cultural, and creative activities.



The opening of the Novak Djokovic court in Belgrade is part of a broader initiative launched in 2020 by Lacoste and We Are Etendart, which has already led to the creation of several courts around the world — including a previous Novak Djokovic court in Clichy, as well as others in São Paulo, New York, Troyes, and more recently, Grasse.

In Belgrade, the Novak Djokovic Foundation, We Are Etendart, and Lacoste reaffirm their shared commitment to expanding youth access to tennis. The choice of Belgrade was a natural one to honor Novak Djokovic's exceptional track record, marked by ninety-nine ATP titles. A legend among legends, Novak Djokovic embodies the boldness, tenacity, and drive for excellence that defined René Lacoste, founder of the Crocodile brand.



Novak Djokovic attended the inauguration on May 14, 2025, and joined in the first rallies on the new court.