

TONY PARKER JOINS THE IDEC GROUP



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Just after hanging up his sports shirt, Tony Parker is embarking on a new adventure working alongside the IDEC GROUP. The four times NBA champion was already the patron of honour for the IDEC SPORT motor racing team, but now he has joined Patrice Lafargue to launch 9 PROM.

The French NBA star, Tony Parker, has just announced his retirement from sport at least. The former leader of the Spurs is going to be working exclusively in the property sector with Patrice Lafargue, President and Founder of the IDEC GROUP. The two men are launching a new development company: 9 PROM, which will be working in France and abroad.

Behind this decision to work together, there is above all a friendship between two men and shared values around this new project. Having become in under twenty years a reference player in the property sector in all its facets (planner, developer, investor and designer-builder), the IDEC GROUP and its twenty companies work with their clients, local bodies, firms and individuals to see through their projects become reality. Their 380 staff apply their energy and passion every day to carry out the most ambitious property projects. They draw their inspiration in particular from the top class sportsmen and women that receive the support of the IDEC GROUP.

This project was announced on Friday 14th April at the Le Mans 24-Hour Race, as the basketball player is the patron of honour of the Oreca #48, in which IDEC SPORT is competing in the LMP2 category in the 24-hour race. This idea has taken a few months of reflection and

is largely down to their shared values. Commitment, rigour, team spirit, trust, boldness... these are the qualities that define the passion bringing together Tony Parker and Patrice Lafargue.

Even if we will no longer see the young retired player on the basketball court in the States, he has not forgotten the exceptional career he has had. With his unrivalled sporting experience, it is quite natural that 9 PROM will have sports centres at the core of its business in France and abroad.

Patrice Lafargue: "It's been a while now that I have had the pleasure of knowing Tony. We were pleased to have him as ambassador for IDEC SPORT. We have values that bring us together and it was only natural that we talked about the desire to work together. We didn't have to wait long before setting up this project together and I'm convinced that it will be hugely successful."

Tony Parker: "I am delighted to be launching 9 Prom with Patrice. He is someone that has a true entrepreneurial spirit that I share. I always gave myself certain goals during my sporting career and it's important to have some more now. It is a great project that we are setting up with the IDEC GROUPE. This is a fantastic adventure which we really believe in and I can't wait to get started on it."

About the IDEC GROUP

Founded in 2000 by Patrice LAFARGUE, the IDEC GROUP is one of the rare global players in the market, present in every field of activity (planning, development, investment, design-building) and in every area (residential, industrial, logistics, business, offices, commercial premises, interior design and layout...). With a solid base in France, the IDEC GROUP has been stepping up its development internationally over the past three years, in particular in Britain, Europe and Asia.

The IDEC SPORT unit was launched in 2015 with the aim of bringing together all the group's sporting partnerships and in particular the motor racing team. The IDEC GROUP's latest project was set up in 2019 with 9 Prom, involving sports centres, and was launched in association with Tony Parker.

Key figures for the IDEC GROUP

388 million euros of turnover in 2018
500,000 m² of property built each year
380 staff

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IDEC SPORT website: www.idecsport.com

Linkedin: [Groupe Idec](#)
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- **Tony Parker:** born in Bruges in 1982. After starting his basketball career in Europe, Tony Parker was taken on by the San Antonio Spurs in 2001. Just two years later, the Spurs and their French captain won the NBA championship title. They won their second title in 2005. In the same year, Tony finished third in the European championship with the French team. In 2007, the French player earned the title of Most Valuable Player in the finals and became three times NBA champion. In 2011, the French team made it to second place in the European championships before becoming champions in 2013. "TP" won his fourth NBA title with the Spurs in 2014. After becoming president of the ASVEL Basketball team in 2014, he won the French LNB championship in 2016 and became president and major shareholder in the Lyon ASVEL women's team. The Lyon women took the French championship title in 2019.

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