



Press release
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ArianeGroup Strengthens Its Position as a European Champion with Hopscotch

**Hopscotch is bringing together its expertise and teams in France and Germany
to support Europe's leading players in dual-use space technologies**

ArianeGroup, Arianespace and MaiaSpace have appointed Hopscotch, the agency of Relational Capital, to strengthen the visibility of their brands and leadership teams across the media, corporate social channels and key stakeholder communities in France and Germany. Hopscotch's remit includes media relations, executive thought leadership and influence strategies for the leadership teams of all three organisations.

As the Franco-German industrial leader in civil and military space launch systems and the only European company with end-to-end expertise in ballistic missile technologies, ArianeGroup plays a critical role in strengthening Europe's sovereignty and security. The appointment of Christophe Bruneau, the first Franco-German CEO to lead the 50/50 Airbus-Safran joint venture, reflects the acceleration of the transformation currently underway at ArianeGroup. The successful launch of Ariane 6 further illustrates the Group's ability to innovate through Franco-German cooperation, a success story that Hopscotch has been entrusted with bringing to a wider audience.

Hopscotch was selected following a competitive pitch involving several agencies for a cross-border communications mandate covering both France and Germany. The scope includes communications support for ArianeGroup and its subsidiaries, Arianespace and MaiaSpace. To secure the account, Hopscotch put together a dedicated Franco-German team combining senior specialists in media relations, public affairs, executive communications and LinkedIn thought leadership.

"Hopscotch's proposal fully met our expectations. At a pivotal moment in ArianeGroup's development, we were looking for a partner with strong senior expertise and a clear understanding of our communications challenges. The team's in-depth knowledge of our sector, combined with its ability to navigate the strategic landscape in France, Germany and across Europe, made Hopscotch the natural choice," said Sarah-Pearl Bokobza, Communications Director at ArianeGroup

"As a European communications group with French roots, Hopscotch helps organizations build, strengthen and protect their relational capital. That positioning is particularly relevant at a time of rapid technological change and geopolitical uncertainty. Working with ArianeGroup allows us to build on our recognised expertise in aerospace while further strengthening our capabilities in industrial innovation. This new partnership also showcases the full breadth of our advisory offering from executive positioning across media and LinkedIn to public affairs delivered through a Franco-German model that reflects the way organisations such as ArianeGroup operate," said Cécile Granat, Managing Director of Hopscotch Public Relations and Head of Tech at Hopscotch.

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About ArianeGroup

ArianeGroup is an industrial company delivering critical missions for the space and defence sectors. With 8,700 highly qualified employees in France and Germany, ArianeGroup has unique expertise in access to space, covering the full spectrum of civil and military launch systems, including design, development, manufacturing, integration, flight preparation, operational readiness and end-of-life decommissioning. ArianeGroup is lead contractor for the Ariane 6 European launcher for the European Space Agency (ESA), and for the French oceanic deterrent force M51 strategic missile for the French Defence Armament Procurement Agency (DGA).

Internationally recognised for its innovative, competitive solutions, ArianeGroup has expertise in state-of-the-art technologies, from the chemistry of propellants and composite materials to liquid, solid and electric space propulsion systems. ArianeGroup also offers a broad range of space, defence and industrial equipment and services, both individually and together with its subsidiaries Sodern, Pyroalliance, Nuclétudes and APP.

In the field of space launchers, ArianeGroup's subsidiary Arianespace markets and operates the Ariane 6 and Vega-C launchers developed for ESA, and its subsidiary MaiaSpace develops and markets the reusable launcher Maia.

ArianeGroup, equally owned by Airbus and Safran, posted consolidated revenues of €2.6 billion in 2025.

About HOPSCOTCH

HOPSCOTCH is an international communications group founded in France, driven by an entrepreneurial mindset and the complementary strengths of its people and expertise.

The Group brings together a unique combination of capabilities, built on the conviction that an organization's value lies in the strength of its relational capital.

With more than 1,200 employees, half of whom are based outside France, across 40 offices on five continents, HOPSCOTCH provides expertise across the full communications spectrum, including influence, events, public relations, brand activations, digital, internal communications, public affairs and marketing services.

HOPSCOTCH is organized around specialist agencies covering each area of expertise:

Event: Hopscotch Event, Hopscotch Congrès, Hopscotch Moments, Sagarmatha.

Public Relations: Hopscotch PR, Le Public Système PR, Human to Human, Hopscotch Décideurs.

Digital and Marketing: Heaven, AD Crew, Hopscotch Digital Studio.

Media : Hopscotch Media

Sectorial expertise: Hopscotch Cinéma, Hopscotch Luxe, Hopscotch Season, Hopscotch Sport, Hopscotch Tourism.

For more than 15 years, HOPSCOTCH has been committed to ambitious environmental and social initiatives, recognised through leading CSR certifications, including RSE Agences Actives, ISO 20121 and the EcoVadis Gold Medal.

Listed on Euronext Growth Paris (ISIN: ALHOP FR0000065278), the Group reported revenue of €270.8 million and a gross margin of €98.8 million in 2025.

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