

UNDER EMBARGO UNTIL SEPTEMBER 7TH, 7am ET / 13:00 CET

Withings Becomes Official Connected Health Supplier of the France Basketball National Teams



Boston, MA - September 7, 2026 - The Fédération Française de BasketBall (FFBB) and Withings, the French company behind the world's first Wi-Fi smart scale and the largest consumer connected-health ecosystem in the world, today announced a multi-year partnership, making Withings the Official Supplier of the France Basketball National Teams.

As part of the partnership, Withings will equip the France men's and women's national teams with its connected scales in the coming months. Body composition, followed over time, is one of the indicators that matters most across a full season.

The collaboration brings together two French names driven by a shared ambition: to compete on the world stage by offering the very best of their field. On the court, the France national teams carry French basketball to the highest level of the international game, with their sights set on gold in Los Angeles against the world's finest. In health, Withings, a French pioneer, puts its medical know-how in the hands of 15 million people across the globe. Two French flagships, one shared way of taking French excellence far beyond its borders.

"Withings and the France national teams share the same story: French know-how, brought to the world at its very best. We're proud to put our connected health at the service of those who wear the blue jersey." Eric Carreel, CEO, Withings

For Withings, this is the next chapter in a decade of shared history with basketball. It began with Boris Diaw, now General Manager of the men's national team, as brand ambassador in 2015. It continued with the sponsorship of the WNBA's New York Liberty, current club of French international stars Marine Johannès, Marine Fauthoux and Pauline Astier, from 2021 to 2024, and included a special-edition connected scale for the Paris 2024 Olympic Games. Today, coming off its first net profit year, the French scale-up takes a new step by backing both the men and women national teams equally. Indeed, Withings and the FFBB share the conviction that women's health, long less studied than men's, deserves the same tools and the same attention, a parity that sits at the heart of this commitment.

Likewise, the pro athletes are the visible peak of a far broader base: hundreds of thousands of registered players across France, acting on their health through basketball. The FFBB serves professionals and amateurs alike, and so does Withings. From elite athletes to everyday sportspeople, its community already includes more than 150,000 basketball players around the world, all with access to the same clinical-grade, personalized insights toward better health and longevity. At the center of its holistic health-devices ecosystem, the new BodyScan 2 helps anticipate metabolic and cardiac risks long before symptoms appear, bringing prevention within reach of pros and amateurs alike.

"The Fédération Française de BasketBall is very pleased to welcome Withings among its partners. The arrival of a leading player in connected health at our side reflects our commitment to making basketball a true driver of prevention, wellbeing and health." Jean-Pierre Hunckler, President, The Fédération Française de BasketBall

About Withings

Withings is a French company and the pioneer of connected health, today the largest consumer connected-health ecosystem in the world. Since inventing the first Wi-Fi smart scale in 2009, it has built a full range of clinically validated devices, including smart scales, blood pressure monitors, thermometers, sleep and urine trackers, powered by proprietary AI and used by millions of people to understand and act on their health data. Withings is headquartered in Issy-les-Moulineaux, France.

About The Fédération Française de BasketBall (FFBB)

Founded in 1932, the FFBB counts more than 760,000 registered members and 3,800 clubs. Basketball is France's leading indoor sport and its second team sport (first women's team sport). The FFBB oversees the France national teams, from developing the best young players through to preparation for international competitions.

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