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Gfi: Sports Sponsorship

Paris Saint-Germain Handball: the Top Sponsor of the club changes its name.

In line with its commitment, Gfi features on the new Paris Saint-Germain Handball shirt for the 2020-2021 season. The shirt is considered a collector's item for two reasons: firstly, because it celebrates the fiftieth anniversary of the French capital's club, and secondly, because it is the last one to feature the Gfi logo. The Parisian players will soon be sporting the Group's new logo, which will be revealed in early October.

As a long-standing sponsor of Paris Saint-Germain Handball, the Gfi logo will accompany the players of the capital's club until the announcement of the Group's new name along with its new visual identity. This is the ninth shirt to be issued since the partnership between the club and the IT services company was signed in 2012.

A historic partnership driven by shared values and international ambition

Gfi and Paris Saint-Germain Handball is above all a story of shared values and ideals, on and off the field. The taste for challenge and excellence is cultivated daily.

The team spirit that characterizes these talented handball players is at the heart of the Group's DNA. It is precisely in this mindset that Gfi works with its clients, favoring a co-constructive approach to solutions, while cultivating a taste for endeavor with all its employees.

These shared values are also reflected in the international ambitions of both partners, in the club's European conquest, as well as in the Group's development strategy, which today makes it a European leader in IT services and software.

A collector's shirt in many ways

Vincent Rouaix, Chairman and Chief Executive Officer of Gfi, states: *"We have been supporting Paris Saint-Germain Handball in its sporting challenges for almost ten years. This ninth shirt is symbolic because the year 2020 marks a turning point for the Gfi Group. With our international development,*

and in particular the acquisition of IECISA (El Corte Inglés' IT subsidiary), we are present in 26 countries. This change of identity is today essential to underline our new dimension. This is thus the last shirt with the Gfi logo, before the Group's embarks on its rebranding."

"The Gfi Group is about to experience a fundamental stage in its development and Paris Saint-Germain Handball is proud to be associated with it. This new chapter in our shared history will undoubtedly strengthen our shared commitment and reinforce a fruitful collaboration that began in 2012, punctuated by 17 titles won by our team over eight years", says Jean-Claude Blanc, Deputy General Manager of Paris Saint-Germain.



About Gfi

The Gfi group, present in more than 26 countries, is a leading provider of value-added IT services and software. Gfi occupies a differentiating strategic position between global firms and niche entities. The Group uses its multi-specialist profile to serve its clients with a unique combination of proximity, sector-based organization and industrial-quality solutions. With around 27,000 employees, the Gfi group generated revenue of €2,3 billion in 2019 (pro forma).

For more information: www.gfi.world

About Paris Saint-Germain Handball

9 years ago, Paris Saint-Germain set itself the target to become one of the top brands in world sport by embodying the values of elegance, excellence and respect that are associated with Paris, the city whose name it proudly carries. In just a few years, the Club became one of the best in Europe. Since it was bought by QSI in 2012, Paris Saint-Germain Handball have become one of the top European handball teams and won no less than 17 domestic titles, qualifying for the Final4 of the Velux EHF Champions League three years in a row. A feat that only four clubs have accomplished in the history of the sport. The team's line-up has been strengthened with the addition of some of the world's best players like Mikkel Hansen, the Karabatic brothers and of course Nedim Remili, and has been able to promote the integration of young players trained at the club, all of which has enabled the team to break records of invincibility over the seasons.

For more information: <https://www.psg.fr/equipes/handball/actualite>

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