

## Press release

Paris, 20 October 2020

### **The Top Sponsor of Paris Saint-Germain Handball gets a new identity and renews its partnership with the club until 2024 – Gfi becomes Inetum, Positive digital flow.**

**A week after revealing its new identity, Inetum – formerly Gfi – announces the renewal of its sponsorship contract with Paris Saint-Germain Handball. The IT services company’s new logo was seen for the first time on the Parisian club’s jersey on Friday, 9 October, in the match against FENIX Toulouse Handball on the fourth day of the Lidl Starligue tournament. A special evening that also saw the inauguration of the new name of the VIP lounge at the Pierre de Coubertin stadium – Inetum Executive Lounge.**

Inetum – new name of the Gfi Group, a long-standing sponsor of Paris Saint-Germain Handball – will from now on be seen on the Parisian club’s jerseys. True to its commitment, the IT services company has renewed its partnership for another 3 years, and will remain Top Sponsor of Paris Saint-Germain Handball until 2024.

#### **A long-standing partnership renewed until 2024**

Inetum and Paris Saint-Germain Handball above all share a history of similar ideals. Since 2012, the partnership has been built on common values and a shared international ambition. Values that are deeply rooted in the DNA of Inetum, and that also inspire the club’s talented handball players and top-level athletes in their constant striving for performance. This is the spirit in which Inetum works with its clients from day to day, nurturing the taste for effort among all its employees.

The two partners’ international ambition – demonstrated in the club’s European conquest, and in the IT company’s growth strategy – is also one of the key elements in the renewal of this partnership. The new identity of Inetum is the culmination of an ongoing growth strategy that its CEO Vincent Rouaix has led for the past 10 years, through organic growth and successive acquisitions with the aim to expand the Group’s offering and to deploy it worldwide. With 27,000 talented people in 26 countries, the Group has considerably reinforced its capacities to act locally and close to its clients.

#### **A new identity to support the club on and off the field**

The new identity, Inetum, Positive digital flow, embodies what the Group has become – a company that provides digital services and solutions, and a global group. In a post-digital-transformation era where change is continuous and movement incessant, the Inetum group thus asserts itself as an IT services provider that enables its clients to make the best of digital flow.

As a Top Sponsor, the new branding will firstly be visible on the front of the players’ match jerseys. But the two partners are going much further to launch and increase the visibility of the new brand identity. The VIP lounge at the Pierre de Coubertin stadium will now be called the *Inetum Executive Lounge* during home matches. Team players and staff will also sport the Inetum logo on other clothing on match days.

Says Inetum CEO Vincent Rouaix: *"For nearly a decade, the partnership with Paris Saint-Germain Handball has upheld us in our respective challenges. This rebranding embodies our positioning as a leader and an expert in digital flow. It is a pivotal step for the Group and for its future growth. It is for these reasons that we wanted to renew our commitment, also in this specific regard. We are very proud that Paris Saint-Germain is participating in increasing the visibility of the new brand for our clients, our employees – present and future – and the public in general."*

According to Jean-Claude Blanc, Deputy General Manager of Paris Saint-Germain, *"this fundamental new stage for Inetum is in line with our shared history that we want to continue writing with them. A history that has been shaped through mutual commitments and the sense of a fruitful collaboration, highlighted by the 17 titles in 8 years that our club has won."*

**With this renewed partnership, Inetum wishes many great sporting years to Paris Saint-Germain Handball.**

### About Inetum, Positive digital flow

*Inetum is an agile IT services company that provides digital services and solutions, and a global group that enables companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these stakeholders to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectorial organisation, and solutions of industrial quality. Operating in 26 countries, the Group has nearly 27,000 employees and in 2019 generated revenues of €2.3 billion (pro forma).*

More information at [www.inetum.world](http://www.inetum.world)

### About Paris Saint-Germain Handball

*Paris Saint-Germain was born officially in 1970. In half a century, the Parisian club has climbed to the ranks of the greatest names in world sports. Since Paris Saint-Germain was bought by Qatar Sport Investment (QSI) in 2011, the club has gained in momentum, becoming one of the greatest sports brands in the world. Embodying the values of elegance, excellence and respect associated with Paris, the brand proudly carries its name. Bought by QSI in 2012, Paris Saint-Germain Handball has in turn become one of the greatest handball teams in Europe, winning no less than 17 national titles and qualifying for the Final4 of the Velux EHF Champions League three years in a row – a feat that only four clubs had accomplished before in the history of this sport. The team has been reinforced with the arrival of some of the world's best players like Mikkel Hansen, the Karabatic brothers, and Nedim Remili, and has encouraged the integration of new players trained by the club, enabling the team to beat records of invincibility over the seasons. Paris Saint-Germain, which also includes men's football, women's football and judo, became one of the first sports clubs to invest in e-sport in 2016. The club has rolled out offices in Doha, New York and Singapore, thereby strengthening its global presence. The club continues to grow in popularity, and is now one of the most widely followed clubs in the world with over 90 million fans on social networks. Being involved with children and young people is fundamental to the Club, which has greatly increased the actions of its Foundation. Among its numerous base-building operations, L'École Rouge & Bleu is a programme that supports children with social difficulties on their road to success.*

More information at <https://www.psg.fr/equipes/handball/actualite>

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