

Press release

Paris, France, 22 December 2022

Inetum celebrates its 10th year as Top Sponsor of Paris Saint-Germain Handball

Since 2012, Inetum, the European leader in digital services and solutions, and Paris Saint-Germain Handball have shared an adventure marked by the rise and solid growth of both partners. With shared values and ambition, this partnership confirms a joint success with on the one hand the winning of 21 titles for the Parisian club and, on the other hand, international growth for the IT services group. The 2022/23 sports season is an opportunity to celebrate 10 years of commitment. A story that continues to be written today with innovative actions for this exceptional season.

A bold bet for an ambitious partnership

Banking on its status as a major incumbent partner, the Inetum Group has established itself as a loyal advertiser through its commitment to French professional sports. The partnership between Inetum and Paris Saint-Germain Handball is a unique sports sponsorship for a B2B company. The IT service group's clients include both private companies and public institutions. If Inetum has distinguished itself in its sector by supporting handball which is considered a team sport of excellence in France, it is because this popular discipline deals with recruitment challenges similar to those encountered in the IT sector where talent is in high demand.

In 2012, Inetum made a bold choice by signing a commitment to Paris Saint-Germain handball – a decision driven by common values and shared growth ambitions. The sponsorship has enabled the Group to gain visibility throughout France and Europe thanks to the various championships in which Paris Saint-Germain Handball has excelled. The 21 titles won by the club over the years have consistently confirmed the success of this 10-year partnership to make Inetum the first sponsor to feature on the front of the team's jersey.

The story continues to be written today around the values of commitment, ambition, solidarity, innovation and excellence common to both partners, and with a shared ambition of growth, both in the club's European conquest and in the Group's global development strategy. The European leader in digital services and solutions has further strengthened its reputation with this partnership, which has already been renewed three times since it started.

"We are delighted that Paris Saint-Germain Handball has been helping to raise the profile of our Group among our clients, employees, job-candidates, and the public for the past 10 years. The story we are writing together is highlighted by our respective achievements, and this exceptional season marks a symbolic step in our partnership that is built on a close relationship. Our collaboration with Paris-Saint-Germain Handball extends well beyond France and engages our employees internationally. We are thrilled

to celebrate this anniversary and proud to have been the club's Top Sponsor for 10 years already," says Inetum CEO Vincent Rouaix.

Innovation as a lever for activation

Since 2012, Inetum has been co-building actions with original and innovative concepts to increase the brand's visibility with the public, clients, partners, and the Group's 27,000 employees. Among them, ***Digital Sport XP'***, a live experience of a match without spectators: a novel concept with play commented by Daniel Narcisse and the comedian Marc-Antoine le Bret, where people could talk directly online with one of the club's legends as well as current players. Inetum devised and organised the event for its clients and employees who were prevented during Covid lockdowns from attending matches at the Pierre de Coubertin Stadium and accessing the Inetum Executive lounge.

Another example is the ***Best Supporter*** operation organised last March. A competition that took the form of an unusual 'job offer' advertised on the Inetum website to 'recruit' the best Inetum supporter of Paris Saint-Germain Handball who got to attend a match as a pampered VIP. A special operation to echo the 7,000 job offers that the Inetum Group advertised this year in the 27 countries where it operates. The IT services company is one of the biggest recruiters in France and was looking to fill 3,000 openings in 2022. Usually intended for developers, engineers and consultants, this new recruitment campaign was aimed at all profiles and Inetum massively posted it on social media on the occasion of one of the biggest matches of the French Championship last season, namely the game between Paris and Nantes.

[Discover the video of the 10 years of partnership between Inetum and the Paris Saint-Germain Handball here.](#)

This outstanding anniversary season will obviously be no exception to the rule. Inetum and Paris Saint-Germain Handball are already preparing new actions in line with Inetum's activities and current events.

"Since 2012 we have been writing a unique story with Inetum, based on trust and strong commitments. Our fruitful partnership has been shaped by innovative actions and carried by our shared values. Our team has won 21 titles in 10 years, and we are very proud to be able to continue to celebrate these achievements together. Inetum and Paris Saint-Germain Handball share an ambition that can only contribute to the future success of our section," says Jean-Claude Blanc, Chief Operating Officer of Paris Saint-Germain.

About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps 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 players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectoral organisation, and solutions of industrial quality. Operating in more than 27 countries, the Group has nearly 27,000 employees and in 2021 generated revenues of €2.2 billion.

About Paris Saint-Germain Handball:

Since QSI took over in 2012, Paris Saint-Germain Handball has risen to become one of the top teams in European handball, winning 21 national titles since the takeover (22 in total) and qualifying for the Velux EHF Champions League Final4 three years in a row (five in total). A feat that only four clubs had managed to accomplish previously in the history of the discipline. The team has some of the best players in the world including the Karabatic brothers and the double MVP of Liqui Moly Starligue Luc Steins. For several years, the Club has been able to encourage the insertion of young players trained at the club, enabling the team to achieve record-breaking performances such as the perfect championship season last year with thirty victories in as many games. An exceptional and unprecedented performance.

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

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