

## Nota de prensa

Bilbao, 2 March 2021

### **Inetum supports women's basketball and the values of sport with the sponsorship of Lointek Gernika Bizkaia**

Inetum, European leader in digital services and solutions, becomes a sponsor of the Lointek Gernika women's basketball team, one of the teams with options both in the professional league and in the Basketball Queen's Cup Championship. With this sponsorship, the consultant confirms its commitment to sport and its values, as well as its support for the presence of women in all professional fields.

**José Echezarra**, Inetum Norte Manager, and **Gerardo Candina**, president of Lointek Gernika Bizkaia, have signed this sponsorship agreement at the Maloste Sports Center in Gernika. The first team players Itziar Ariztimuño, Milica Ivanovic, Margaret Roundtree, Angela Bjorklund, Rosó Buch, Paula Ginzo, Laura Cornelius and Marta Alberdi also attended this event. The Lointek Gernika coached by Mario López is currently 6th in the classification of the Endesa Women's League, with four games pending to play, it will be in the European competition and is also one of the favorites in the Queen's Cup competition.

Inetum Norte is based in Bizkaia for twenty years, belonging to the multinational group Inetum and which carries out its consulting activities and digital technology services in the Basque Country and neighboring territories. Inetum Group is present in 4 continents and more than 26 countries, and employs some 27,000 people, of which almost 1,000 work in Inetum Norte, and of these 1,000 almost 900 in the Basque Country. **"We are delighted to associate our Inetum brand with that of the Gernika Kirol Elkarte SaskiBaloia basketball club (Gernika KESB)"**, declared **Jose Echezarra**, Inetum Norte Manager, **"because it is an opportunity to demonstrate our commitment to female talent in all fields; and also because we share the same values with them: the solidarity of teamwork; the ambition to achieve challenges and goals that support our growth; the excellence that translates into the quality of our work; the commitment to have a positive impact on society and innovation as a driver of change"**.

The president of Gernika KESB **Gerardo Candina** thanked the women's team for their support and highlighted the satisfaction that comes with being able to count on the Inetum technology consultancy among its main partners: **"In these difficult times we are in, the fact that Inetum has made a He is serious about joining us in the women's basketball project that our club represents fills us with joy and encourages us to keep moving forward"**. This agreement, in the words of the president of Gernika KESB, **"has a double value: on the one hand it tells us that the path we are taking is the correct one and on the other hand that we are going to travel this path with very good company, because Inetum combines knowledge, experience and talent to face the digital future"**.

The passion for women's basketball grows every season in Spain, where today it is the sport with the most women's licenses (more than 138,000). In the Basque Country, federated women in this sport already outnumber men, by a 60/40 ratio. The promotion of women's basketball in Spain is beginning to bear fruit and has an important quarry in the different categories.