

Nexans and RC Lens: a closer relationship than ever

PRESS RELEASE

- Nexans, a key player in sustainable electrification, is extending and expanding its partnership with Racing Club de Lens, thereby reaffirming its foothold in the Hauts de France region.
- This partnership underlines the shared values of these two major players in the region and demonstrates Nexans' active sponsorship of sport.

Paris, 17 January 2023 – [Nexans](#), a key electrification player and a leading designer and manufacturer of cable systems and services, is proud to announce that it is extending and expanding its partnership with **RACING CLUB DE LENS**.

Deeply rooted in the Hauts de France region, and particularly in Lens since 1929 with the presence of the last copper foundry in France, Nexans is a key partner of Racing Club de Lens, a club with a strong identity and a glorious past (winner of the French championship, League Cup, Drago Cup and Intertoto Cup), with the support of SPORTFIVE, the international sports marketing agency.

The partnership between Nexans and RC Lens illustrates their shared values of commitment and team spirit. These values are embodied and upheld both by the players of RC Lens – who were excellent last season – and by Nexans employees, who work daily towards the energy transition. Nexans Lens employees and the club also organize regular operations together.

By increasing its sponsorship starting from December 2021, Nexans will benefit from major brand visibility at the Bollaert-Delelis stadium on match days during the 2023-2025 seasons as well as on the “Red & Gold” club’s digital communication media. In another change, the Group logo will now be worn on the heart side of the players’ jerseys.

Philippe Demarez, Director of the Nexans plant in Lens, notes: *“Nexans is very proud to continue its sponsorship of Racing Club de Lens, with its colours now displayed even more prominently on the heart side of the women’s and men’s first team jerseys. The same values of commitment and team spirit drive Nexans employees and the RC Lens teams, so it is perfectly natural to continue the partnership between these two leading regional figures. Nexans will carry on electrifying RC Lens with the same passion!”*

Arnaud Pouille, CEO of RACING CLUB DE LENS, adds: *“As I was emphasized when the partnership was signed, Nexans, like Racing Club, represents Lens. When you visit the Lens plant, the flagship of local industry, you are immediately struck by the strong values – team spirit, humility and courage – echoing those of the mining basin and RC Lens. It is not a brand but rather a true emblem of the region that we will now wear on our shirts, rightly on the heart side, above our coat of arms. We are delighted with this natural move together, which gives even more meaning to our partnership strategy.”*

Laurent Moretti, Managing Director France of SPORTFIVE, concludes: *“We are delighted to have contributed to the rapprochement of two major players in the Hauts de France region. RC Lens and Nexans will be able to convey strong messages and raise awareness in their communities about the challenges of electrification and energy transition through soccer.”*

With this partnership, Nexans is reaffirming its involvement in the world of sport. This renewed support for RC Lens is an example of Nexans’ human and humanist commitment, which is illustrated by numerous institutional sponsorship actions and cultural, academic and sporting partnerships.

About Nexans

For more than a century, Nexans has played a crucial role in electrifying the planet and is committed to electrifying the future. With almost 25,000 staff in 42 countries, the Group is driving the change towards the new world of electrification: a safer, more sustainable, renewable, carbon-free world, accessible to all. In 2021, Nexans generated €6.1 billion in standard sales. The Group is a leading designer and manufacturer of cable systems and services in five main business areas: Energy Production & Transmission, Distribution, Uses, Industry & Solutions and Telecom & Data. Nexans was the first player in its industry to create a Corporate Foundation to support actions that promote access to energy for disadvantaged populations worldwide. The Group is committed to helping achieve carbon neutrality by 2030.

Nexans. *Electrify the future.*

Nexans is listed on the Euronext Paris stock market, compartment A.
For more information, visit www.nexans.com

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About RC Lens

Founded in 1906, Racing Club de Lens has a very good track record and has repeatedly been Champion of France, Winner of the League Cup, the Drago Cup, the Intertoto Cup, etc. The Red and Golds, a name that comes from the colours they have worn for many years, have a strong mining regional identity and values based on combativeness, fair play and dynamism. They are supported by one of the largest audiences in France whose voice echoes in the stands of the Stade Bollaert-Delelis with a capacity of 37,705 seats. Their home-turf in Lens is also renowned for hosting major events such as the Euro 2016 matches. Racing Club de Lens also impresses with its training centre located in Avion. "La Gaillette", as it is called, welcomes teams ranging from professional to U8 for training and also hosts young players. The Centre is always very well ranked each year among training centres. Top players such as Raphaël Varane, Serge Aurier and Geoffrey Kondogbia, among others, have been trained at RC Lens.
www.rclens.fr

About SPORTFIVE

SPORTFIVE uses the emotional power of sport to create the most innovative partnerships in the industry. Through a responsible approach to its business, diversified creative expertise and a constant desire to create lasting value and incomparable experience, SPORTFIVE connects brands, rightsholders, media platforms and fans around the power of sport. By placing its customers' needs at the heart of its strategy, SPORTFIVE is ideally placed to become the most ground-breaking and respected agency in the sector. SPORTFIVE is an international sports marketing agency with a network of 1,200 local experts based in 15 countries around the world and active in football, golf, esports, motorsport, basketball, tennis, ice hockey, multi-sport events, handball, etc. In France, SPORTFIVE operates through two separate legal entities called "SPORTFIVE EMEA" and "SPORTFIVE France Activation", to optimally meet the respective needs of its customers, depending on whether they are "rightsholders" or "brands." For more information, please visit our [website](#) or our [LinkedIn](#), [Twitter](#) and [Instagram](#) accounts.

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