

PRESS RELEASE

THE NEXANS GROUP BECOMES OFFICIAL PARTNER OF RACING CLUB DE LENS

Paris, February 23, 2022 – SPORTFIVE, the international sports marketing agency, is proud to announce the new partnership formed between **RACING CLUB DE LENS** and **NEXANS**, a key player in electrification and leader in the design and manufacture of cable systems and services.

With a presence in Lens since 1929 with its cable manufacturing site, Nexans is spreading its roots in the region by becoming Official Partner of Racing Club de Lens with the support of SPORTFIVE. It's a strong choice for the global industrial player who, for over 120 years, has been working to electrify the planet and now aspires to step up its role for energy that is safer, sustainable, renewable, decarbonised and accessible to all.

Nexans' association with RC Lens, an important and popular club in the French football championship, illustrates the shared values of commitment and team spirit. In its capacity as sponsor, Nexans will benefit from an important brand visibility system that will be implemented throughout the second half of the 2021/2022 season at the Stade Bollaert Delelis on match day as well as on the digital communication media of the club with the "Red & Gold" strip. The Group will also join the Bollaert Business Team, the RC Lens business network.

Deeply rooted in the Hauts de France region, an energy centre, with the presence of the last copper foundry in France, Nexans wishes, with this partnership, to show its gratitude to the employees who work on a daily basis for the energy transition, many of whom support RC Lens and identify with its shared values.

Philippe DEMAREZ, Director of the Nexans plant in Lens, notes: *"For more than a century, Nexans has been firmly anchored in the heart of the region's mining basin through its Lens manufacturing site, whose activity, linked to copper processing, is essential to our role in supporting the sustainable electrification of the world. The Group is very proud to now be a sponsor of Racing Club de Lens, whose team spirit and commitment echo our values. Nexans employees, alongside the fans, are delighted to encourage the Red and Gold team and share their vibrancy. Through this partnership, Nexans will electrify RC Lens."*

Arnaud POUILLE, CEO of RACING CLUB DE LENS, adds: *"This close collaboration is particularly significant. When you visit the Lens plant, the flagship of local industry, you are immediately moved by strong values - team spirit, humility, courage - that are similar to those of the mining basin and RC Lens. Nexans employees are driven by the passion of Racing Club de Lens, and I met many of the club's supporters during our visit to their plant. We are proud to be local to Lens and proud of this union between two emblematic regional players!"*

Laurent MORETTI, Managing Director France of SPORTFIVE, concludes: *"RC Lens and Nexans are two major players in the Hauts de France region and we are delighted that we helped bring them together. This will be an opportunity for Nexans to share the challenges of electrification and the energy transition with a large community. We wish them every success!"*

With this partnership, Nexans reaffirms its involvement in the world of sport and its values after the sponsorship launched in 2020 with Fabrice Amédéo, his team and boat who participated in the Vendée Globe Challenge and the Transat Jacques Vabre.

This support for RC Lens is another example of Nexans' human and humanist commitment, which is illustrated by numerous institutional sponsorship actions and cultural, academic and sporting partnerships.

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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 38 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 2020, Nexans generated €5.7 billion in standard sales. The Group is a leader in the design and manufacture of cable systems and services in four main areas of activity: Building & Territories, High Voltage & Projects, 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 market, compartment A. For more information, visit www.nexans.com

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. Major players have been trained at RC Lens such as Raphaël Varane, Serge Aurier and Geoffrey Kondogbia. 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, 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 [LinkedIn](#), [Twitter](#) and [Instagram](#).

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