

KELEOPS JOINS FORCES WITH EVZ AS NEW SPONSOR FOR MEN'S AND WOMEN'S TEAMS

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EV Zug is pleased to announce a partnership with Keleops AG, a leading global publisher in digital technology, which has its international headquarters in Zug. Starting from the 2024/25 season, Keleops logo will be displayed on the uniforms of both the men's and women's teams, reinforcing local ties while supporting community engagement and gender equality in sports.

Beginning with the 2024/25 season, Keleops will proudly serve as the Gold sponsor of the EVZ Men's Team and as a Partner of the EVZ Women's Team. This collaboration represents an important investment for Keleops to support growth and excellence in sports, while contributing to one of the premier ice hockey teams in Switzerland.

As part of this partnership, Keleops logo will be prominently displayed on the leg cuffs of both teams, and it will also be visible around the ice rink during all games at the Bossard Arena. This strategic visibility not only highlights Keleops support for ice hockey at all levels but also emphasizes its dedication to promoting gender equality in sports—a cause that resonates deeply within the community.

Jean-Guillaume Kleis, founder and CEO of Keleops AG, shared his enthusiasm for this collaboration, stating, *«Ice hockey is a fast, emotional sport that thrives on team performance. Our business operates in much the same way: making tech culture accessible to the masses and generating qualified leads for our clients worldwide requires expertise and a team of passionate specialists who are dedicated to our customers' success.»* This shared philosophy of teamwork and excellence creates a strong foundation for the partnership.

While Keleops has established itself internationally with regional offices in Paris and New York, its headquarters in Zug reflects a commitment to strengthening regional ties. The partnership with EVZ allows Keleops to contribute meaningfully to the professionalization of women's ice hockey in Switzerland, an initiative that is close to their hearts.

Ibi Can, CMO of EVZ, expressed his excitement about this new chapter: *«It's great when we can find common starting points with companies from the business world and implement them sustainably. This partnership is not just about sponsorship; it's about creating lasting relationships that help us achieve our ambitious goals and succeed together.»*

ABOUT KELEOPS

Keleops is a leading global publisher in the digital tech media space. Based in Zug, the company specializes in consumer tech news, science, and entertainment. Keleops manages a portfolio of renowned brands, including Gizmodo, O1net, and Telecharger.com, attracting 30 million visitors each month.

For more information, visit : www.keleops.com

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