



SPONSOR

AC Milan partners are global companies that **share our club's values of inclusion, elegance, passion and excellence** and collaborate with the Club to support their brands and business goals. The AC Milan Partnership Department builds solid relationships with AC Milan's brand partners, offering far-reaching partnerships based on shared values and engaging activations that allow each partner to achieve their marketing, communication and commercial goals.

Season review

We are living in difficult times and Covid-19 has had a strong impact on companies around the world and on our personal lives. During this difficult period, our commitment to our partners became stronger and stronger as we tried to support the business goals that companies had to adapt to the moment we are experiencing, as well as being an active part in the humanitarian actions of the global community and providing a return on the investment of the partnership with AC Milan.

Despite the adversities we faced in 2019-2020, we were still able to move forward on a number of initiatives. We hired 5 new resources to build an internal sales team and to strengthen the business intelligence department. We launched a new app and website, partnered with Roc Nation to build our brand beyond football, renewed our brand identity and ended the season with a streak of victories. **Our live streaming event "From Milan with Love" won the "Best Live Experience 2020" from the Leaders of Sport.**

SEASON KPIs

In the 2019- 20 season, 32 companies continued, extended or sealed a commercial agreement with AC Milan, a 19% increase over last season. Our Club continues to be one of the teams with the largest number of fans globally, around 445 million fans worldwide (Nielsen 2018). The opportunity to constantly interact with our broad fan base strengthens AC Milan's position and makes our Club a fundamental marketing channel for all our Brand partners.

KPI	2019/20	2018/19
Main Sponsor	2	2
Major Partner	8	9
Official Partner	12	14
Technical Supplier	4	7
Total	26	32

Focus

AC MILAN LAUNCHES A NEW ULTRA-HIGH-DEFINITION DIGITAL LED SYSTEM FOR A 4K TRANSMISSION AT SAN SIRO

AC Milan and FC Internazionale implemented a new digital system that makes the perimeter LEDs ultra-modern and suitable to meet any commercial need. They will, therefore, be the first two clubs in the world to benefit from this system across two rows around the entire perimeter of the pitch, starting from AC Milan v. Genoa CFC scheduled for March 8, 2020.

The system will deliver a high resolution developed specifically for 4K broadcasting. Both clubs have invested in the technology to offer their partners a superior quality of animation and images, which will ensure a higher level of advertising exposure to the global audience during games.

The brand exposure in domination mode across two rows covers an area of over 440 square meters with 30-million LEDs definition. Partners will therefore have a greater opportunity to animate their brand, delivering a more detailed message which will increase both the effectiveness of the communication and the visual impact on the audience, especially for the hundreds of millions of people worldwide who are watching live coverage of matches.

ROC NATION “FROM MILAN WITH LOVE”

L'evento ha registrato risultati eccezionali in termini di audience reach, engagement e crescita per il Milan nell'arco di una settimana:

Global Reach: over 412 million impressions on Twitter meaning that they are billions on all platforms.

Live Stream Views: about 2,5 million di total views in 50 Countries (2m through AC Milan official channels including 0,5m who watched the event live).

Social Media Engagement: The second most successful social media campaign of the year (after IZ back) thanks to which AC Milan jumped from 13th place to 7th place in terms of total interactions in a week in the special ranking featuring international clubs.

Followers growth: +135k in one week across all platforms thus reversing the negative weekly trend on Facebook that recorded +100,000 followers.

Media coverage: online readers: 3,81 billion views with an estimated coverage of 3,92 million.

Fundraising: 1,7 million during the event with 60.000 engagement. Donations arrived from all over the world including Canada, Denmark, France, Germany, Italy, The Netherlands, Qatar, Sweden, Switzerland, the UK, the US and a lot more. Direct Relief overall social media impressions were 607, 367 (+2300% vs the previous 7 days).



SKRILL OFFICIAL GLOBAL PAYMENTS PARTNER

AC Milan and Skrill sealed a four-year sponsorship deal which sees Skrill become the brand new Official Global Payments Partner of the Club.

Founded in 2001, Skrill is a leader in digital payments. It offers a multi-currency digital wallet with a prepaid card which provides instant access to online funds and the ability to use your Skrill balance wherever you are. Skrill customers can also send money to their contacts, make international money transfers as well as buy and sell interests in cryptocurrencies. Skrill is part of Paysafe, a leading specialised payments platform.

Skrill has a track record of supporting football as well as other popular sports and identified AC Milan as an ideal partner, given the highly relevant profile of the team's fan base and followers around the world, combined with the general popularity of digital wallets and prepaid cards as payment methods in Italy.

According to Skrill CEO, Lorenzo Pellegrino an Italian national: "It has been heart-breaking to see this devastating situation unfold in my home country and then around the world and the timing just wasn't right to talk about our partnership. Instead, we refocused our efforts on supporting the local community and dropped our fees on our Skrill money transfer service for anyone who wanted to send money to loved ones in Italy from outside of the country."

Pellegrino added: "Now, in the hope that football is going to make some sort of comeback in the not too distant future, we feel the timing is right to talk openly about our deep support of the Club. I'm confident there will be good times ahead and we will emerge from this crisis stronger and more resilient than ever. We're absolutely thrilled to be the Club's new payments partner and will continue to seek ways to add value to the Club's payment ecosystem."

Lorenzo Pellegrino, CEO of Skrill

A2A ENERGIA NEW OFFICIAL ENERGY PARTNER

Gruppo A2A through A2A Energia is joining up with AC Milan and FC Internazionale Milano to be the 'Official Energy Partner' of the two Milan clubs.

Team spirit, passion and energy are the values shared by A2A, AC Milan and Inter. The values of professionalism, excellence and a focus on the local area are shared by the three entities who have achieved significant success while always going in search of new challenges. It's an agreement that pays particular attention to environmental matters with regard to energy performance.

"We're especially proud to be the 'Official Energy Partner' of two clubs who like Gruppo A2A, have over 100 years of history behind them and they're closely tied to the local area but appreciated across the whole country," said the Gruppo A2A CEO Valerio Camerano. "Passion and performance are what we want to share with Inter and Milan. In A2A, they will have a unique and reliable partner that will be able to provide a great deal of experience from the worlds of energy and efficiency and one that is committed to innovation which has always characterised the work of Gruppo A2A."

Other partnership

ROINVESTING

The Royal Forex Ltd brand and the Rossoneri Club signed a multi-year partnership. The partnership between AC Milan and the online trading platform ROinvesting is built on a number of shared synergies, including a strong focus on quality, performance and technological innovation.

BOGLIOLI STYLE PARTNER DEL MILAN

Boglioli and AC Milan signed a partnership agreement for the 2019/2020 football season. Guillermo Rosenberg, Boglioli CEO, said: *“This partnership shows that Italian style is a cross-cutting value capable of making unique and brilliant everyday experiences such as sports and clothing. We are happy and excited to share a stage of our journey alongside Milan which, like Boglioli, works constantly, with passion and creativity.”*

MASTERCLASS

The Club and the e-learning platform have come together to offer the Rossoneri community the opportunity to learn directly from the great personalities of sports, business, cooking and much more. *“MasterClass and AC Milan share the mission of building community and fueling personal growth,”* said Jonathan Hum, MasterClass VP, Head of Marketing. *“We’re excited to join forces with AC Milan in their efforts to support and inspire their players and fans, as their official e-learning partner.”*

HEADSPACE

AC Milan have announced they are offering fans free access to headspace, a global leader in meditation and mindfulness, to introduce the club’s “Milan is yours” community support initiative, developed in response to the covid-19 pandemic. The “Milan is Yours” initiative will encompass all community-driven projects rolled out by the club during the COVID-19 pandemic, enabling the AC Milan community of supporters to have direct touchpoints with the club, with a particular focus on the elderly and the young people.



Partners' initiatives: COVID-19 emergency

BANCO BPM

Banco Bpm allowed for up to three billion to be allocated to the economy affected by the coronavirus emergency. *“Our role as a reference bank for the economy in the territories requires us to make available in the shortest possible time additional resources necessary to support the social and manufacturer structure of our country”,* said Giuseppe Castagna, Banco BPM CEO.

SKRILL

Skrill immediately drop all fees and FX charges for anyone sending money to the country. *“I am utterly heartbroken to see this unfold in my home country”* said Skrill’s CEO Lorenzo Pellegrino who is in Milan during Italy’s lockdown period.

FRECCIAROSSA

The doctors recruited by the Civil Protection, through an announcement on March 20th, travel for free on Trenitalia national trains. They are a task force of 300 doctors who supported regional health structures involved in the COVID-19 emergency.

LA MOLISANA

La Molisana purchased three lung ventilators for the Cardarelli hospital in Campobasso. The new tools were delivered to the Intensive Care. *"We are close to the community in this moment of great concern"* said the Ferro family.

PERONI

Birra Peroni donated €20 million to support the distributors of the Ho.Re.Ca supply chain affected by the coronavirus emergency and most penalized by the closing of bars, restaurants, pubs and pizzerias.

A2A

A2A group allocated two million to support the territories. In particular, 800 thousand euros were allocated to the fund established by the Municipality of Brescia, another 800 thousand to the fund of the Municipality of Milan and 400 thousand to Cesvi di Bergamo. *"A small sign in favour of our territory"* said the chairman of A2A group, Giovanni Valotti.

LIMONTA

Covid-19, united against the emergency: the Limonta S.p.A Group, our historical partner, donated over 6,000ms of PVC for sport structures to cover the flooring of the field hospital in Bergamo.

TECHNOGYM

Technogym donated €1m for the purchase of workstations and equipment needed by the hospitals in the Emilia Romagna region for the intensive care units. *"In an emergency like this, we must support more than ever our health system and the incredible work that our doctors, nurses and health workers are doing to stem the impact of Covid-19"*, commented Nerio Alessandri chairman of Technogym.

ROINVESTING

The new business partner, ROinvesting donated \$ 50,000 to the "Together for Milan" fundraiser launched by Fondazione Milan to support the most vulnerable families in Milan. The donation allowed volunteers to purchase foodstuffs to be distributed to people in need through the network of partners of the Piano di Aiuti Alimentari established by the Municipality of Milan.





★ GOALS:

The goal for 20/21 is **to continue providing a top-level service to our global brand partners** who are facing the growing difficulties due to the restrictions imposed by Covid-19 (games behind closed doors, social distancing and changes in their sponsorship strategies).

The restrictions concerning fans in stadiums introduced in February 2020 to tackle resulted in a loss of profits from matches, thus increasing financial pressure. Sponsorships have become a strategic resource because they are the only source of income that the Club can manage and increase.

On the one hand, the Covid-19 pandemic has put the traditional sponsorship model in great difficulty, but on the other hand it **has strengthened partnerships and accelerated the digital innovation of sports sponsorships**. Activations have moved from site-specific experiential programs to digital resources. We continue to invest in our digital channels, improving both reach and engagement. As part of this program, the new AC Milan App reached over 700,000 downloads in October 2020, we have completely revamped our official website and sealed a strategic partnership with Roc Nation and We Play.

We have also invested in the implementation of our LED system, purchasing a state-of-the-art 4k LED system and adding a new third row of LEDs.

In partnership with AIM Sport we introduced the Digital Overlay technology at San Siro starting from the match AC Milan v. AS Roma. This innovative technology allows the geo-localization of the commercials of the Club's partners on the sideline LEDs during AC Milan home games.

Our commitment to supporting the brand and the achievement of the sponsors' business objectives is going to continue in the next challenging season that we are going to face with resilience and optimism. We have one of the youngest teams in Europe, full of exciting talents, we are back in Europe and are looking forward make further steps in our journey to grow this great club.

