



TICKETING

AC Milan, which has always been very attentive to the bond between its fans and the Stadium, is committed to meeting the needs of its supporters as much as possible, with the aim of maximizing the “Stadium Experience”.

The mission of the Ticketing and Corporate Hospitality team is to **fully meet the fans’ demands** while ensuring the best ticketing experience.

Season review

During the 2018-19 season, important innovations were carried out to make each match a unique moment. Starting from a careful analysis of match schedules, we activated various clusters (**families, university students, Milan Club**), substantially simplifying the purchase procedures: a direct consequence of these pricing policies was the improvement of the television product with a high percentage of coverage of the sectors in front of the camera.

We have also worked on the average ticket price, in order to achieve two main objectives:

1. Guaranteeing everyone the chance to come to San Siro
2. Maximizing revenues from home matches

SEASON KPI SERIE A

- +4.2mln € vs 2017-18 (+30.1%)
- 45,068 best-selling tickets vs 2017-18 (+11.3%)
- 54,255 average spectators (+2.9% vs 2017-18)
- Average ticket increased despite general price reductions.

Single tickets	Sold	Net revenue	AVG Tickets price
2018-19	445.050	18.166.010 €	40.82 €
vs 2017-18	+45.068	+4.207.079 €	5,92 €
	+11,3%	+30,1%	+17,0%
2017-18	399.982	13.958.931 €	34,90 €

AC Milan vs FC Inter: the highest revenue in the history of Serie A (€5.8m)

The Milan's Derby that took place on **March 17, 2019**, was a record-breaking Derby. The 223rd Stracittadina was sold out at San Siro, with the highest revenue in the history of AC Milan (over **€ 5.8 million** including hospitality services), an absolute record for Serie A as well.

The box offices registered a constant flow of purchases, with the maximum peak on February 5, 2019 (10,655 tickets sold). More than **4,000** tickets were purchased by foreign fans and over 590 AC Milan Club populated the stands, the farthest of them were from Bahrain.



UEFA Europa League

AC Milan played three home games in the 2018/2019 UEFA Europa League, reaching a total of **60,220** spectators, for a total revenue of **€ 1,262,296.70**.

Date	Time	Match	Tickets	Revenue
October 4, 2018	6.55pm	AC Milan – FC Olympiacos	22,294	€ 543,039.50
October 25, 2018	6.55pm	AC Milan – Real Betis	22,405	€ 525,039.70
November 29, 2018	6.55pm	AC Milan – F91 Dudelange	15,521	€ 193,693.50
Total			60,220	€ 1,262,296.70

FC Milan- SS Lazio (Italian Cup semi-final)

With **61,045 spectators**, the Coppa Italia match played on **April 24, 2019** vs SS Lazio, set the home record for an Italian Cup semi-final.

OBJECTIVES

- The objective for the 2019/2020 season is to continue with the positive trend in sales volumes and revenues, increasingly enriching the range of offers for our supporters.
- These results should be based on the involvement of new targets, such as the youngest groups of fans, sports associations and soccer schools, for which **targeted and specific offers** will be developed.
- From 2020 onwards, there will be an improvement in the online purchase flow and including the 3D view for the selection of the seats.
- In the 2019/2020 season we'll also introduce the **"mini-plans"**, i.e. the possibility to buy more matches within the same transaction.
- With reference to **Corporate Hospitality**, there will be a great focus on improving the service offered, thanks to a new Entertainment program planned inside the halls and a series of events to be held outside the stadium, aimed at encouraging networking opportunities among corporate customers.

