



FAN ENGAGEMENT

The Fans Engagement area deals with the **Fan base's entertainment and involvement activities** particularly relevant to:

1. The Club's physical touchpoints: Stadium, Casa Milan and official Stores
2. Events organized by the Club: eg. Team's summer tours.

The Fan Engagement area operates within the CRM (Customer Relationship Management) activities, i.e. all those initiatives whose main aim is to **establish a direct relationship with the Fan Base** and with the individuals, seeking to maximise the value of the relationship between the Club and its supporters.

Season review

In the 18/19 season, the Fan Engagement activities focused on **enhancing the Stadium Experience and connecting with international associations (Milan Clubs)**. Through the Cuore Rossonero project, the Club has also introduced sales policies and special promotions for the most loyal fans. In addition, the fans at the stadium during the team's home matches were able to watch unique pre-match shows: from the exciting performance of the athletes of the National Artistic Gymnastics Team "Le Farfalle", to the live performance of the artist Ghali, who presented his new single "I love you" at San Siro stadium. The fans were also protagonist of the all-round choreographies that were created for the Derby and the matches against US Sassuolo and FC Bologna.

AC Milan has also carried out a series of international activities with its Fan Clubs to strengthen the relationship with the team. During the 2018 summer tour in the US, many Meet&Greet and several events were organized for the Rossoneri fans, some for the members of the AC Milan Clubs and some for the winners of the online competition activated during the summer. In addition, a Fan Village area welcomed the fans present at the stadium with entertainment activities for both young and elderly: Daniele Massaro met the fans before the match, and he signed many autographs and photos.

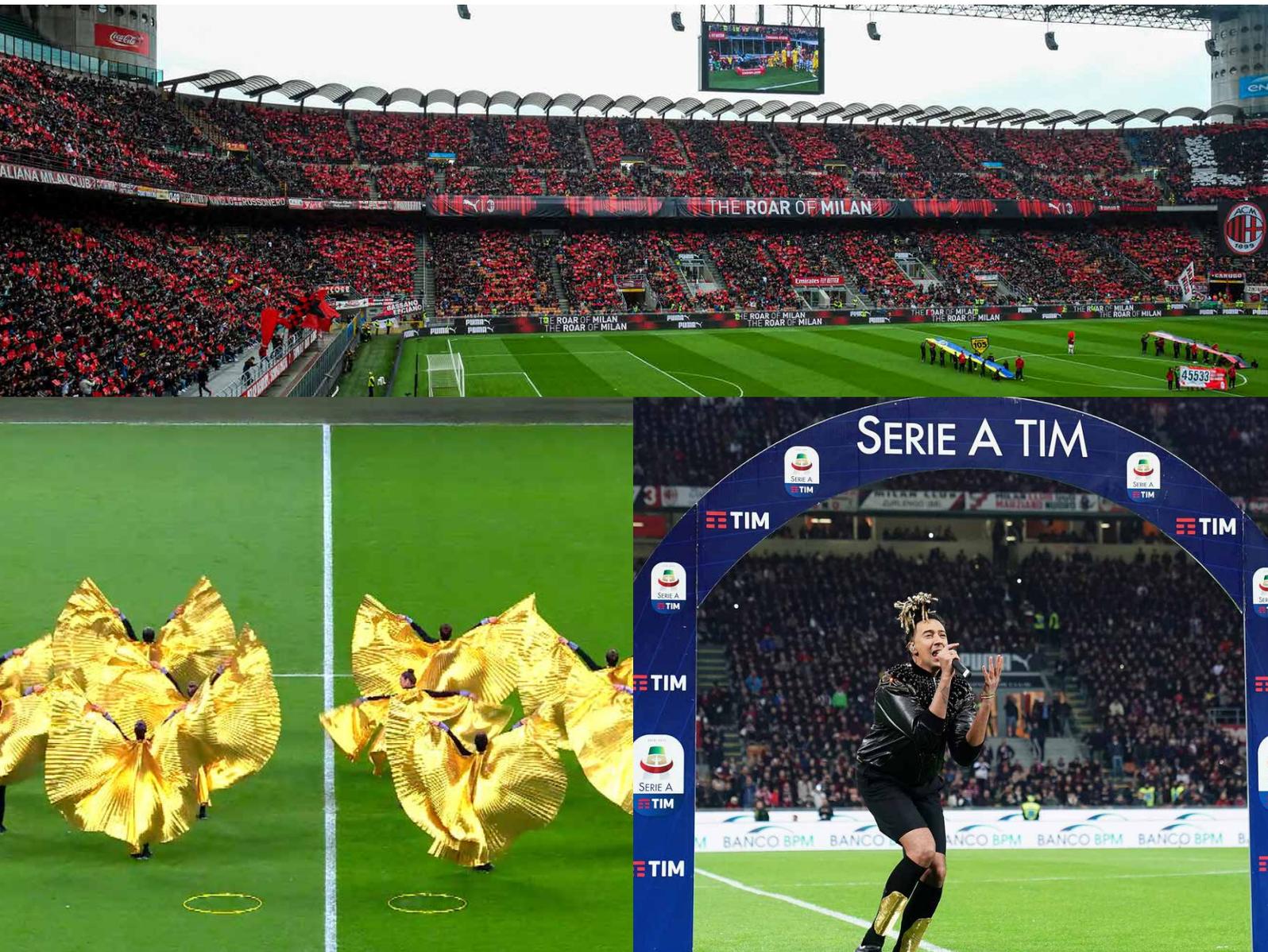


Stadium Experience

As part of the pre-match entertainment activities of the 18/19 season, AC Milan, on the occasion of 3 home matches, involved the fans at the stadium in an all-round choreography by putting red and black banners on all seats of the stadium, for a total of 50,000 banners. When the teams entered the pitch for the kick-off, San Siro stadium was completely coloured red and black.

Before AC Milan vs FC Juventus match, played on November 11, 2018, the fans watched the fantastic performance by the National Artistic Gymnastics team, *Le Farfalle*, who danced in midfield wearing costumes with golden wings to celebrate one of the world-famous matches.

The Italian rapper Ghali, particularly popular among younger generations, presented live his new single “I love you” at the San Siro stadium before the Milan Derby in front of 75,000 spectators and hundreds of Countries linked from all over the world.



ICC 2018

As for the activities carried out for fans all over the world, about one hundred U.S. fans base were able to meet the team and the players thanks to the contest “Devils in USA”. They participated in the exclusive events organized during the summer Tour (such as Meet&Greet in Hotel, Puma’s events with players, opportunity to attend the team’s training etc.). The access to the Fan Village area set up at the U.S. Bank Stadium in Minneapolis and Levi’s Stadium in Santa Clara was for free and thousands of fans were able to participate in entertainment activities proposed by AC Milan’s staff, such as children’s face painting, distribution of red and black gadgets and photos with the Legend Daniele Massaro.



OBJECTIVES

AC Milan would like to increase the entertainment offer at San Siro stadium to make the stadium experience a valuable moment for fans and their families.

In this regard, some special initiatives for the families will be implemented in the dedicated sector (*primo anello verde*): in addition to the presence of the mascot Milanello, the children and their families will be involved in many activities. That’s why we launched the Matchday Passport, a special “passport” that allows you to keep track of your presence at San Siro stadium thanks to the stamps you collect at the stadium entrance. The Matchday Passport is also useful to record the result of the match, the scorers and your own MVP.

Another activity aimed at all fans will be the opportunity to see their photographs directly on the giant screens of the stadium, with a revised graphics to give even more importance to the photos taken by the public at the stadium and beyond. Other novelties include the introduction of interactive game dynamics on the giant screens and prize contests that will be a further stimulus to live the pre-match at San Siro with friends. AC Milan also wishes to continue its activities aimed at linking with the many fans who live abroad, carrying out activities in support of AC Milan Clubs in the various countries to strengthen the relationship with the team.

