



SPONSOR

AC Milan's Business Partners operate on both the domestic and international market.

These relationships are based on a total sharing of our Club's values: community, elegance, passion and excellence.

AC Milan's Partnerships Department has solid relationships with its Partners, promoting and developing forward-looking activities that ensure the achievement of the objectives of their business as well as marketing and communication objectives.



KPIs

In the 2018/19 football season, 32 companies retained, extended or signed a commercial agreement with AC Milan, marking a **19% increase over last season**. Our Club continues to be one of the most globally supported teams with about 445 million fans around the world (Nielsen 2018). The opportunity to constantly interact with this wide fan base strengthens AC Milan's position and makes our Club a fundamental Marketing channel for all our Brand partners.

KPI	2018/19
Main Partners	2
Major Partners	9
Official Partners	14
Technical Supplier	7

The 2018/2019 season marks the undersigning of the agreement with **PUMA as the new Main Partner of the Club and DAZN and Bioscalin as Major Partners.**

In addition, **seven new Official Partners have partnered with AC Milan:** Avis, Beretta, Damiani, Peroni, Piquadro, Invent and La Molisana, while Tec-Mar is a new Technical Supplier of the Club.

Puma: the new Main Sponsor

On February 12, 2018 we announced the multi-year partnership agreement between AC Milan and PUMA. From July 1, 2018 PUMA is the new Official Partner, Global Technical supplier and Official Licensing Partner of the Club.

"We are very proud to be partnering with AC Milan - commented Bjørn Gulden, CEO of PUMA - They are one of the most successful clubs in the Football history with a large, global fan base and the team and their fans show the true spirit of football. If you ask me, the Rossoneri jersey is one of the most iconic jerseys in football. We are looking forward to the next chapter of this legendary football club being with PUMA".

Puma: The Roar of Milan

On May 18, 2019 Puma officially presented its new Home Kit for the 2019/2020 season, a year in which AC Milan celebrates two important events in the history of the Club:

1. The 120th anniversary of AC Milan's foundation
2. The 50th anniversary of the victory of the UEFA Champions League in 1969

The new jersey launched by Puma celebrates the 1969 victory in Madrid achieved against AFC Ajax, a triumph that brought AC Milan on the top of Europe for the second time in its history. This success preceded the victory of the Intercontinental Cup in October 1969 and Gianni Rivera's Ballon d'Or, in the same year. The 1969 heritage inspired Puma, which gave the new jersey a bold and elegant design, celebrating the innovative system of play proposed by Nereo Rocco's team in 1969.

The design is a true modern interpretation AC Milan's kit of the '60s and it features the classic narrow red and black stripes and a round black collar.

The new Rossonera jersey made its official debut on the pitch on May 19, 2019, in the 2-0 victory at San Siro stadium against Frosinone Calcio.



Bioscalin: the new Major Partner

Bioscalin, the company's new Hair Care Partner, entered into the world of sports sponsorships linking its Brand to the name of AC Milan due to a substantial and full sharing of values with our Club: passion, innovation, fairness and team spirit.

"This initiative shows the desire of the Giuliani Company and of the Bioscalin brand to consolidate their success on the market by gaining visibility and relevance towards a strongly potential target such as men and sports fans in general, offering an extraordinary opportunity to engage the pharmacists, our logical partners, through a great collective passion like football" commented Bioscalin's General Manager **Gaetano Colabucci**.

Bioscalin and Fondazione Milan together to promote Integrated Sport

The collaboration between our Club and Bioscalin has generated important social benefits. Giuliani's Brand joined Fondazione Milan during the match AC Milan vs Udinese SC held on April 2, 2019 at San Siro stadium.

The Giuliani company has always believed in sports strong social value so, for each fan located at the *primo anello arancione* wearing its green wig, it made a donation in favour of the projects that Sport4All developed to boost the sports activities practiced by people with disabilities.



Banco BPM – AC Milan’s visit at the Cenacolo Vinciano

Banco BPM, historic Major Partner of AC Milan, created and promoted an exclusive event that saw the participation of the top Management of the Rossoneri, the coach Rino Gattuso and the players of the First Team.

The event took place on February 19, 2019 at the historic *Santa Maria delle Grazie*, where AC Milan had the privilege of visiting the *Cenacolo Vinciano*, one of the most famous works of all time, on the occasion of the 500th anniversary of Leonardo da Vinci’s death.

In addition to the *Cenacolo*, the guests visited also the Sacristy of Bramante and the Basilica. Dr. Giuseppe Castagna, CEO of the Banco BPM Group, welcomed the whole Rossoneri group. At the end of the visit, the CEO of AC Milan Ivan Gazidis, the Sporting Director Leonardo, the Director of the Strategic Development of the Sporting Area Paolo Maldini and the Team had dinner with the top Manager of Banco BPM.



OBJECTIVES

The main objectives of AC Milan's Partnerships Department are to maintain the excellent service reserved for our current Brand Partners. **The process of implementing new partnerships with international companies is also actively** ongoing, leading our Club to a successful season on and off the pitch.

Among the main novelties that the Club is presenting in the 2018/19 season and that will significantly improve the Partnership Experience at AC Milan there are:

- New and important investments in favour of the company's digital channels, to reach ever higher levels of interaction and engagement with our fanbase
- The launch of the new Brand Identity, implemented both at the San Siro stadium and on all the Company's platforms
- Investments in human resources to further improve the level of our Partnerships Management



