



BANCOMAT

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BANCOMAT IS THE NEW OFFICIAL PARTNER OF LEGA SERIE A
On the pitch for Serie A Enilive, Coppa Italia Frecciarossa and EA SPORTS FC Supercup

Lega Serie A and **BANCOMAT** announce an exclusive partnership for the 2024/2025 and 2025/2026 seasons. The agreement, with which BANCOMAT enters the field in the role of **Official Partner** and which includes the Serie A Enilive championship, the Coppa Italia Frecciarossa and the EA SPORTS FC Supercup, represents an important evolution for the company, which combines its role as a daily reference point for Italians with one of the greatest national passions: football.

This collaboration represents a further step in the new strategic path undertaken by BANCOMAT aimed at innovating and consolidating its presence in the digital payments sector.

From today, BANCOMAT will be at the heart of all Lega Serie A competitions, with wide visibility during matches, digital channels and initiatives dedicated to fans, offering content designed to enhance every moment of sharing.

*"We are pleased to add to our partners a prestigious brand like Bancomat, which from this month will be Official Partner of Lega Serie A competitions - said Lega Serie A CEO **Luigi De Siervo** -. Since we started the relaunch of Serie A, the number of our partners has more than doubled, because we have been able to build new intellectual properties creating further opportunities of involvement for the fans, for the clubs and for the partners themselves through projects specific to their identities. We will support Bancomat in its repositioning process not only by launching initiatives for fans through our digital platforms, but also by dedicating decisive moments of our matches to them, as Bancomat does every day with millions of people through reliable and timely services".*

*"We are proud to work alongside the Lega Serie A for the next two seasons as Official Partner - said **Fabrizio Burlando**, CEO of Bancomat S.p.A. -. This exclusive partnership is an opportunity to promote shared values such as passion, innovation and Italianness. After the recent launch of our new brand, football allows us to communicate directly with millions of Italians, accompanying them in the moments of sharing and belonging that only this sport can create. In Italy, football is much more than a sport: it is a passion that unites and inspires every day. In the same way, BANCOMAT is a part of everyday life for*



FRECCIAROSSA



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ONEFOOTBALL





BANCOMAT

Italians: by making every payment moment simple, safe and immediate, we allow people to save time to dedicate to what matters most to them. Like their passion for football”.



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