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## BAZR AND LEGA SERIE A ANNOUNCE NEW PARTNERSHIP

*A new era of fan engagement is born between football,  
entertainment and live social commerce*

**Lega Serie A** and **Bazr**, Italy's first independent live social commerce platform, announce a strategic partnership that opens a new season of innovation for Italian football. This collaboration marks a decisive step towards the digital transformation of the sports experience, offering fans an immersive ecosystem where live content, creators and interactive shopping merge together in real time.

Through the Bazr platform – available freely on Apple Store and Google Play – fans will be able to acquire **the goal balls of 100 selected matches** from Serie A, Coppa Italia Frecciarossa and EA SPORTS FC Supercup, taking home a unique memorabilia, intrinsically linked to one of football's greatest thrills, the ball crossing the goal line.

*"The success achieved in recent years with the auctions of the balls of the goals of our competitions, including that of McTominay's goal in Napoli-Cagliari, which was sold for the highest sum since the initiative began, demonstrates how much Serie A fans want to feel an active part of the event, and how much potential there is in the valorisation of our assets – said Lega Serie A CEO **Luigi De Siervo** –. Bazr is the ideal partner to give continuity to this project and bring us closer to the world of young people, thanks to an innovative platform and interaction methods designed for the new generations. Getting the goal balls will be even easier and more engaging, offering fans the chance to collect a unique object that encapsulates a moment of unrepeatable joy".*

*"The Lega Serie A confirms itself at the forefront in adopting new languages and entertainment formats – said **Simone Giacomini**, founder of Bazr –. This*



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*partnership stems from a common vision: to build a direct, authentic and participatory relationship with fans, transforming every match, every technical gesture, every story into content to be experienced and shared. Special thanks to Luigi De Siervo and Michele Ciccarese, for their trust, courage and vision in giving impulse to an Italian project that has already proven its value”.*

Launched in February 2025, Bazr has already exceeded 500,000 downloads in its first months of operation, with a market valuation that recently reached EUR 100 million. This milestone reflects the uniqueness of the content-to-commerce model and the strong domestic and international growth potential.

Thanks to this alliance, Serie A becomes the first major European league to fully integrate the sports experience with the new logic of social commerce. This pioneering project puts Italy at the forefront in building a new model of sports enjoyment: more interactive, accessible and integrated with the languages of the creator economy.

Socios.com, will continue to collaborate with both entities involved, continuing to authenticate and track individual balls.



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