



AFINNAONE IS AC MILAN'S NEW TELCO PARTNER

Milan, March 30st, 2023 - **AC Milan** announces a new partnership with **AfinnaOne**, a leading provider of telecommunications and digitalisation services, as new **Telco Partner** of the Club.

As part of this collaboration, AfinnaOne will provide AC Milan with its DiPaaS platform and expertise acquired over 13 years of activity at the highest levels among national and international operators, allowing the Club to enter the world of telecommunications with competence and providing increasingly diverse and innovative services to its fans.

The partnership is based on shared values, bringing together two reference brands in their respective sectors that have innovation as a cornerstone of their way of operating at all levels and across all markets.

Casper Stylsvig, AC Milan's Chief Revenue Officer, commented: *“We are delighted to welcome AfinnaOne into the Rossoneri family and to begin an innovative and unprecedented journey side by side. With the valuable contribution of a company that is a leader in the world of telecommunications, we aim to further consolidate the digitalisation process of our Club and respond more punctually and effectively to the needs of all our fans.”*

Massimo Lucera, CEO of AfinnaOne, expressed great satisfaction for the new partnership with AC Milan: *“I am proud to have carried out this ambitious project with my entire team, whom I thank, and I believe this is only the beginning of a growth path in the Digital Economy with such an important and unique partner. Thanks to this project, AC Milan will be able to increase and consolidate the Family of its fans with a series of increasingly 'useful' services for everyday life, in the telecommunications world and beyond. We are only at the beginning of a Digital transformation that will involve all markets and the whole family of the great AC Milan.”*

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PARTNER

About AfinnaOne:

Founded in 2010 by CEO Massimo Lucera and COO Inna Afinogenova, AfinnaOne's mission has always been to provide quality services and to create stable and lasting relationships with partners, clients, and suppliers. Through the evolutions carried out in recent years, the Company is becoming an increasingly important player in the world of telephony and digital transformation, serving companies, partners, and clients. AfinnaOne has over 250 active contracts with operators from all over the world in voice, data, and SMS services, in addition to its qualification as a National Voice and Network Operator.

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