



## **PRESS RELEASE**

### **ePRICE AND INTER TOGETHER FOR 3 YEARS**

#### **PARTNERSHIP SIGNED WITH FC INTERNAZIONALE MILANO: ePRICE WILL BE ITS OFFICIAL ONLINE RETAIL PARTNER FOR THE NEXT 3 SPORTS SEASONS**

*Milan, 30 July 2018*

ePRICE, the leading Italian e-commerce company listed on the STAR segment of Italian Stock Exchange, today becomes *Official Online Retail Partner* of FC Internazionale Milano. The agreement will cover the next three sports seasons.

The collaboration involves the wide visibility of the ePRICE brand across all of Inter's digital and physical properties and dedicated campaigns at key moments of the year with special initiatives aimed at Inter's fans.

*"We are delighted to have come to a cooperation agreement with an important company like ePRICE - commented Michael Gandler, Chief Revenue Officer of FC Internazionale Milano. This agreement is not just a success for the two businesses but also a chance to treat our fans, who will be able to take advantage of lots of benefits".*

*"We are really pleased that ePRICE has chosen Inter to launch its first partnership with a football club – added Giorgio Brambilla, Sales and Partnership Management Director at FC Internazionale Milano. "For several years Inter has sought to become an increasingly important benchmark for digital communications in football and sport and we are really proud that one of Italy's most interesting e-commerce companies has chosen to unite with us. We believe that by working together both companies will be able to explore new paths and achieve important goals".*

Paolo Ainio, Chairman and CEO of ePRICE, commented: *"Talking about ePRICE and e-commerce through the world of football and its stars is a very significant step for our company and our brand, and we are really happy to do this with Inter. We see a company, management and team that are eager to do innovative things in the world of sport and we are convinced that this choice will generate lots of value added for ePRICE. Being their Official Online Retail Partner will raise the visibility of our brand, but that's not all. Our marketing team is ready to make next season and those that follow really special".*

The partnership agreement between ePRICE and FC Internazionale Milano involves the association of ePRICE with the Inter brand on the Italian market.

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*ePRICE* is Italy's leading e-commerce company. Founded by Paolo Ainio and listed on the STAR segment of the Italian Stock Exchange since 2015, it is one of the leading internet companies in Italy with revenue of Euro 189 million and GMV (Gross Merchandise Volume) of Euro 253 million in 2017. ePRICE is one of the largest online stores in Italy specialised in high-tech products (electronics) and is the leader in the sale of large domestic appliances online. In January, ePRICE launched the Home Service Mobile Platform to manage premium delivery and installation services, which covers 14 million residents. ePRICE manages a network of 132 Pick&Pay locations in 109 cities, which combine the advantages of buying online and the convenience and security of a neighbourhood shop.

*FC Internazionale Milano*: Founded in 1908, FC Internazionale Milano, more commonly known simply as Inter, is known globally as one of the world's most successful football clubs. The club's majority shareholder is Chinese group Suning Holdings Group. The club's list of honours includes 18 Italian championships, 7 Italian Cups, 5 Italian Super Cups, 3 UEFA Cups, 2 European Cups, 1 UEFA Champions League, 2 Intercontinental Cups and 1 FIFA Club World Cup. Inter is one of just seven teams to have won the Champions League, their domestic championship and their main domestic cup competition in the same season (2010) and is also the only Italian club never to have been relegated in their 110-year history. Inter is a global brand with over 300 million fans all over the world. Inter plays its home games at the 'Giuseppe Meazza' stadium, one of the most famous, iconic and visited arenas in the world. With a capacity of around 78,328 spectators, it welcomes over 4 million tourists a year.



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