



LEOVEGAS GROUP LAUNCHES NEW GLOBAL PARTNERSHIP WITH INTER, BRANDING SHIRTS AND BOOSTING VISIBILITY INTERNATIONALLY

LeoVegas Group has launched a new global partnership with legendary football club FC Internazionale Milano, to include placement of the Group's infotainment website logo on the front of the men's and women's teams' official training and warm-up shirts as well as at Stadio San Siro. The partnership presents a unique opportunity for the Group to increase brand awareness with the club's global fan base of 508 million and football fans worldwide.

LeoVegas Group has launched an exciting new global partnership with FC Internazionale Milano (Inter Milan), to run until the end of the 2024-2025 season. The deal includes prominent placement of LeoVegas.news' logo—the Group's infotainment website—on women's and men's teams' training and warm-up shirts for all Serie A, Coppa Italia, and Champions League matches, and will substantially increase brand awareness with football fans across the globe. Both San Siro football stadium and Inter's training ground Suning Training Centre will also be branded.

The partnership will enable LeoVegas Group to leverage Inter's vast international fanbase of 508 million—83 million of whom are in Europe—and 57 million followers on social media channels, placing the brand front-of-mind with football fans worldwide.

"We are delighted to be able to announce this upgrade of the partnership between Inter and LeoVegas.News after just six months," said FC Internazionale Milano CEO Corporate Alessandro Antonello. "The first part of the season was very successful and this new agreement bears witness to the value of our partnership. Following our training camp in Malta, the infotainment brand decided to strengthen their ties with Inter and boost their long-term visibility."

Niklas Lindahl, LeoVegas Group CMO, said, *"We are thrilled to be partnering with Inter Milan and to be taking our brands to their huge, global fan base. One of our strategies at LeoVegas Group is to accelerate brand visibility in sports betting, and joining forces with Inter ensures that we're on track to spread the greatest igaming experience globally"*.

Inter is one of the world's most valuable football brands and one of Italy's most successful football clubs with 19 Serie A titles and 3 European Cup/Champions League titles. Average stadium attendance is 65,000, while Serie A is broadcast in more than 200 countries. The club's fanbase has grown by 32 percent since 2018, now totalling 508 million: 255 million fans are located in Asia-Pacific; 42 million in Africa and the Middle East; 94 million in Latin America; 31 million in North America; and 86 million in Europe.

The information contained in this press release is restricted and is not for release, publication or distribution, in Italy or in any jurisdiction in which such release, publication or distribution would be unlawful.

ABOUT LEOVEGAS GROUP

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 10 brands in 8 jurisdictions. The Group continues to grow rapidly, currently employing over 1,000 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit www.lovegasgroup.com.

FOR FURTHER INFORMATION, PLEASE CONTACT

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ATTACHMENTS

[LeoVegas Group launches new global partnership with Inter, branding shirts and boosting visibility internationally](#)