

Azimut official sponsor of Juventus

Milan, 17 October 2024

Azimut, an independent, global group in the asset management, wealth management, investment banking and fintech space, serving private and corporate clients in 18 countries worldwide, announces an exciting new **partnership with Juventus**, one of the most prestigious national and international football clubs.

From the next championship day, 19 October, Azimut will be featured **as Principal Partner**, appearing on the left sleeve of the official Juventus shirt worn during Serie A, Coppa Italia, UEFA Champions League and FIFA Club World Cup matches. Additionally, Azimut branding will be displayed on the LED perimeter boards during home matches in Series A and Italian Cup matches.

In addition to the main Azimut brand, Beewise, the Group's **investment app** designed for young people, but also accessible to a broader client base, will also be involved. **Beewise** enables users to make gradual investments starting from 10 euros and aims to educate on savings management and responsible investments.

*"We are proud to announce this partnership, with a leading company in Italy and which, like Juventus, has a strong international presence" declared **Francesco Calvo, Managing Director Revenue & Institutional Relations of Juventus**. "The constant drive towards innovation and attention to the new generations have always been values that drive every action of our club, and now being able to count on a partner like Azimut that not only shares them, but also translates them into reality thanks to the services it provides, represents a decisive and concrete step forward towards the direction we intend to pursue."*

Matteo D'Ettorre, Strategic Director at Azimut Capital Management and CEO of Azimut Financial Insurance, commented: *"We are excited to begin this collaboration with Juventus, one of the most prestigious and successful football clubs, both in Italy and globally. This partnership is built on shared values, such as the pursuit of excellence, teamwork and a constant commitment to innovation. Through this partnership, we reaffirm our dedication to excellence and the enhancement of the Group's successful path in asset management, both in Italy and worldwide. We also believe that this collaboration represents an important opportunity to engage with more people, particularly younger generations, through the Beewise app, promoting a culture of savings and conscious investment"*.



Azimut is an independent, global group in the asset management, wealth management, investment banking and fintech space, serving private and corporate clients. A public company listed on the Milan Stock Exchange (AZM.IM), the group is a leader in Italy and active in 18 countries around the world, with a focus on emerging markets. The shareholder structure includes around 2,000 managers, employees and financial advisors bound by a shareholders' agreement that controls ca. 22% of the company. The remaining is free float. The Group comprises various companies active in the sale, management, and distribution of financial and insurance products, with registered offices in Italy, Australia, Brazil, Chile, China (Hong Kong and Shanghai), Egypt, Ireland, Luxembourg, Mexico, Monaco, Portugal, Singapore, Switzerland, Taiwan, Türkiye, UAE, and USA. In Italy, Azimut Capital Management SGR sells and manages Italian mutual funds, Italian alternative investment funds, as well as being active in the discretionary management of individual investment portfolios. Furthermore, Azimut Capital Management SGR distributes Group and third-party products in Italy via a network of financial advisors while Azimut Libera Impresa focuses on the alternatives business. The main foreign companies are Azimut Investments SA (founded in Luxembourg in 1999), which manages the multi strategy funds AZ Fund 1 and AZ Multi Asset, and the Irish Azimut Life DAC, which offers life insurance products.

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