

**UniCredit and America's Cup set sail**  
**with UNICREDIT as GLOBAL PARTNER and GLOBAL BANKING PARTNER**  
**of the 37<sup>th</sup> America's Cup**

**September 2023 – The world-famous America's Cup and UniCredit** are thrilled to announce a **brand-new collaboration** with UNICREDIT as GLOBAL PARTNER and exclusive GLOBAL BANKING PARTNER **of the 37<sup>th</sup> America's Cup 2024**.

The 37<sup>th</sup> America's Cup will be held in Barcelona from October 12<sup>th</sup>-20<sup>th</sup>, with a preliminary regatta taking place in Vilanova i La Geltrú in Catalonia, Spain from the 14-17<sup>th</sup> September 2023. Pan-Europe Commercial Bank UniCredit has partnered with the long-running international sailing competition to help bring the excitement, drama, and triumphs of the race for the trophy to audiences worldwide.

America's Cup is renowned for being the world's oldest international sporting trophy, with the inaugural competition having taken place in 1851, and an incredible test of physical endurance for competitors. The last America's Cup was watched eagerly by an international audience of **931 million fans**, with **Europe producing the highest viewing figures**. The competition expects to capture an even greater audience from the continent in 2024, with the main event taking place in Barcelona and 4 of 6 the teams representing the old continent (Switzerland, Italy, Britain and France). Additionally, 8 of the 12 Women's and Youth America's Cup Teams are from Europe.

With such high interest anticipated in Europe, the America's Cup could not have picked a better Global Partner and Global Banking Partner than UniCredit, a financial institution with its own long heritage in Europe, a presence in 13 countries across the continent, and 15 million customers worldwide. The Bank recently saw record-breaking results for Q2 and H1, achieving the best in its history for each period and 10 quarters of consecutive growth.

The partnership is a powerful **union based on shared values**, as well as a common focus on **innovation** and commitment to **sustainability**. AC37 Event Ltd and World Sailing's sustainability agreement will ensure that investments are made into community projects as part of Barcelona's innovative Blue Economy, which supports the region's marine environment, and that World Sailing's sustainability strategy Agenda 2030 is supported.

This commitment to both environmental and social sustainability is mirrored by UniCredit's recent actions. In June, the Bank launched the second edition of its funding initiative 'UniCredit per l'Italia', worth EUR 10 billion, to support Italian families and businesses with inflationary pressure. The Bank has also launched multiple educational initiatives this year through the UniCredit Foundation. June's 'Call for Education' set out to fund education projects across the continent, while in July the Foundation partnered with Junior Achievement Europe to invest EUR 6.5 million in education programmes in ten of the Bank's territories.



**Andrea Orcel**, UniCredit Group CEO and Head of Italy: *“UniCredit are proud to be Global Partner of a competition with such a rich heritage as America's Cup. The trophy is symbolic of the incredible feats that can be achieved through teamwork and determined pursuit of a common goal. These are also the driving forces behind everything we do at UniCredit – our recent successes in spite of ‘choppy waters’ in the macro-economic environment are proof of this – and so this is a natural partnership.*

*This is also the case when it comes to sustainability. We admire Grant and the AC team’s work to align with World Sailing’s Sustainability Agenda 2030 as a World Sailing Special Event. Environmental and social sustainability – the ‘E’ and ‘S’ in ESG – are also priorities to UniCredit, and our partnership will help us to make a significant social impact contribution for all our stakeholders”.*

**Grant Dalton**, CEO of America’s Cup Events: *“America’s Cup are excited to welcome the UniCredit Group to the family, as Global Banking Partner of the 37<sup>th</sup> America’ Cup in Barcelona. The UniCredit Group’s values of integrity, ownership and caring are mirrored in all we have set out to achieve with the competition. For example, we are determined to champion diversity as the bank has done through the Youth & Puig Women’s America’s Cup events. We have also made sustainability commitments with the aim of empowering the local communities of Barcelona, which dovetail with UniCredit’s own actions in the sustainability space and its stated Purpose: to empower communities to progress.*

*Progression is an integral part of what it takes to compete, and indeed win, the America’s Cup. We are excited to work with a partner who shares so many of the same values as us, and we look forward to working with Andrea and his global team to bring audiences a remarkable journey in 2024.”*

<sup>1</sup>source: Nielsen report on AC36

\*\*\*

#### **About UniCredit**

*UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe.*

*We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and two product factories, Corporate and Individual Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets.*

*Digitalisation and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities and our people.*