



🕒 21 February 2022, 10:00 (CET)

# wefox Appointed as AC Milan's Official Insurance Partner, Boosting the Club's Global Growth

- *wefox joins the Rossoneri family as a Premium Partner and Official Insurance Partner - starting from today, the leading European insurtech launches in Italy, consolidating its global presence*
- *An important deal that highlights the growth of an iconic Club – also beyond football - and the appeal of a brand with over 500 million fans across the globe. With wefox, the Club gets on a shared path of innovation and safety for the benefit of all, starting from the new generations*

**Milan, February 21st, 2022** – AC Milan is delighted to announce a new partnership with **wefox**, which sees the leading European insurtech become the Club's **Official Insurance Partner** and its first-ever **Official Back-of-Shirt Partner**, joining the Rossoneri's roster of **Premium Partners**.

As part of the agreement – and a historic first for AC Milan – the wefox logo will feature on the back of the men's team playing kit, starting from the Serie A clash between AC **Milan** and **Udinese on Friday 25th Feb. 2022**. An important moment that underlines the appeal of the Rossoneri: an icon in sports and beyond with over 500 million passionate fans across the globe. The wefox logo will then be visible in all Serie A and Coppa Italia games as well as in all friendlies.

Through the partnership with AC Milan, wefox is now officially expanding to Italy, launching its innovative insurance products in the market in March. The partnership represents the union of two industry leaders, game changers in their respective sectors, outlining a vision of the future based on shared values, such as innovation, integrity and inclusion.

Since its launch in 2015, wefox has disrupted the insurance industry through the deployment of technology, making insurance accessible to anyone. wefox customers are able to manage insurance products and services in an intelligent and efficient way, and with complete confidence that their data is secure.

The same innovative drive has always been in AC Milan's DNA: a Club with a legendary heritage, which has developed a strong process of modernization and digitization, to continue to involve millions of fans around the world, sharing the positive values and emotions of sport.

**Julian Teicke, Founder and CEO at wefox** commented: *“As a football fan, it is incredibly exciting to be here today with the AC Milan team. From today we’ve not only got the backs of the AC Milan players but together, we’ve got the backs of the millions of AC Milan fans around the world. We’ll help to keep the players and fans safe – whether they are playing out on the field or buying a motor insurance. We will provide them with insurance that is simple, easy and fit for purpose.*

*It’s a great honour to stand here, shoulder to shoulder with AC Milan CEO Ivan Gazidis and Chief Revenue Officer Casper Stylsvig and we are looking forward to great success for everyone over the years ahead”.*

**AC Milan Chief Revenue Officer Casper Stylsvig** said: *“We are delighted to welcome wefox into our exclusive family of Premium Partners. Having the wefox logo incorporated into our iconic red and black jersey gives us great pride. While the logo on our shirt will certainly be the most tangible aspect of this partnership, we want this moment to be the beginning of an exciting journey for both brands and our fans across the globe.”*

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ABOUT WEFOX

[GER]

**wefox. Insurance. But simple. Europas digitaler Versicherer Nr. 1.**

wefox ist ein digitaler Echtzeit-Versicherer. Makler\*innen können innerhalb weniger Minuten papierlos Versicherungen für ihre Kund\*innen abschließen. Schäden werden digital gemeldet und in über 60 Prozent der Fälle noch am selben Tag beglichen. Policen sind in Deutschland, Italien, Polen und der Schweiz erhältlich.

Der innovative digitale Versicherer wird von CEO Julian Teicke geführt. Zu den Partnern von wefox zählen als führender Rückversicherer die Munich Re sowie der Softwarekonzern Salesforce. Bislang investierten globale Investoren wie die japanische SBI Investments Ltd., Mubadala Ventures aus Abu Dhabi, CreditEase, Target Global, Ashton Kutcher's Sound Ventures, Speedinvest sowie Horizons und iD Ventures aus dem Silicon Valley einen dreistelligen Millionenbetrag.

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**wefox. Insurance. But simple. Europe's No. 1 digital insurer.**

wefox is a digital real-time insurer. Brokers can conclude paperless insurance policies for their clients within a few minutes. Claims are filed digitally and settled on the same day in over 60 percent of cases. Policies are available in Germany, Italy, Poland, and Switzerland.

The innovative digital insurer is led by CEO Julian Teicke. As a leading reinsurer, wefox' partners include Munich Re and the software group Salesforce. So far, global investors such as Japan's SBI Investments Ltd, Mubadala Ventures from Abu Dhabi, CreditEase, Target Global, Ashton Kutcher's Sound Ventures, Speedinvest as well as Horizons and iD Ventures from Silicon Valley have invested a three-digit million amount.

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