Generali Stadium: a new name at the heart of Milan

Generali becomes Naming Partner of the future home of AC Milan and FC Internazionale Milano in one of the largest stadium-naming rights agreements in global sport. A partner from day one, our Group strengthens its long-standing relationship with Milan and its commitment to sport, and will also become Official Insurance Partner of both Clubs

Generali will become Naming Partner of the future home of AC Milan and FC Internazionale Milano, which will carry the name **Generali Stadium**.

A **partner from day one**, our Group shares the ambition to contribute to Milan's future, marking **an important new chapter in our long-standing relationship with the city** through one of the largest stadium-naming rights agreements in global sport.

Beyond naming rights, our Group will also serve as **Official Insurance Partner of both Clubs**, becoming part of the moments, emotions and shared experiences that will bring the stadium to life.

Our **Chairman Andrea Sironi** and **Group CEO Philippe Donnet** said: "*The new stadium of Milan reinforces the city's standing as one of Italy's great stages recognised worldwide. Generali has always represented Italy across the world, which is why we have chosen to stand by the two Italian clubs with a significant international following from the very beginning of this exciting project.*
The Generali Stadium will become a new symbol of Milan, and through our commitment we want to express our confidence in the city's continued progress, as well as that of the entire country, and our determination to contribute to a lasting legacy for future generations.
At Generali, we promote sport as a driver of wellbeing, inclusion and growth for individuals and communities, both in Italy and across the more than 50 countries where we operate. For this reason, our role goes far beyond simply lending our name to the stadium: we want to be part of every emotion and every experience that brings it to life."

A new stadium for the city

Generali Stadium will be a **71,500-seat venue** centred on the fan experience. The project aims to create a new home for generations of supporters and to contribute to Milan's cultural, economic and urban development.

The architectural vision has been developed by **Foster + Partners and MANICA**, with Lord Norman Foster, one of the world's most influential contemporary architects, and David Manica, one of the leading designers of sports venues worldwide.

The design features an X-frame structure and a sweeping double-curved roof. Rooted in Milan's identity, the project has been conceived to combine the experience of a modern football venue with a distinctive architectural presence in the city.

Building on our commitment to sport

Generali Stadium adds a new and significant chapter to **our long-standing commitment to sport as a driver of wellbeing, inclusion and growth for individuals and communities** across the countries where we operate.

Our commitment includes major international sporting events and initiatives across different disciplines, from **tennis**, with the Davis Cup by Generali, to sailing with **Barcolana**, which Generali has supported for more than forty years, and **running events** across Europe, including the Berlin Marathon.

With Generali Stadium, our name will become part of a place designed around sport, people and shared experiences, further strengthening the connection between Generali, Milan and the communities we serve.