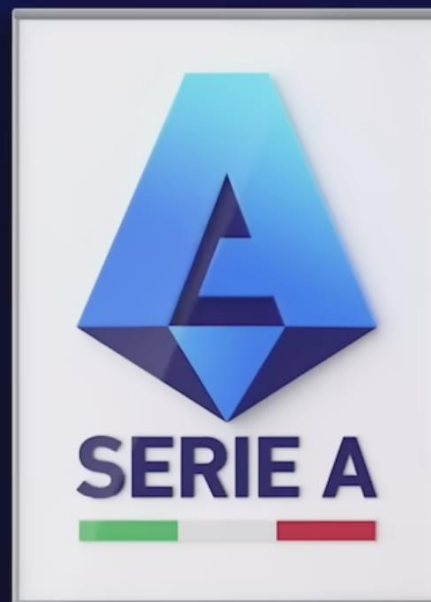




1XBET
INTERNATIONAL PARTNER

ISG
Conducting the game

Partnership Overview

Extending far beyond an initial 3 season agreement, now in its 9th year, **ISG** brokered and manage one of the longest running and most successful national league sponsorships between Serie A and 1xBET.

This partnership sees one of the world's largest online casino brands align with Italy's premier football league with season long activations across fan engagement, digital, VIP hospitality and global VLED advertising.



Social Media Posts

Serie A post two 1XBET branded posts every week throughout the season.

During the 25/26 season Serie A produced two pieces of content:

The Guesser, picking one of the big games from the upcoming game week and incorporating 1XBET's odds.

Head-To-Head, comparing stats from two teams ahead of their fixture.



Social Media Posts

Throughout the summer Serie A posts a series of 1XBET branded posts, encouraging fan interaction during the off-season.

Posts include shirt giveaways and guess the player from the emojis.



YouTube Highlights

1XBET branding features on the Serie A YouTube highlights throughout the season,

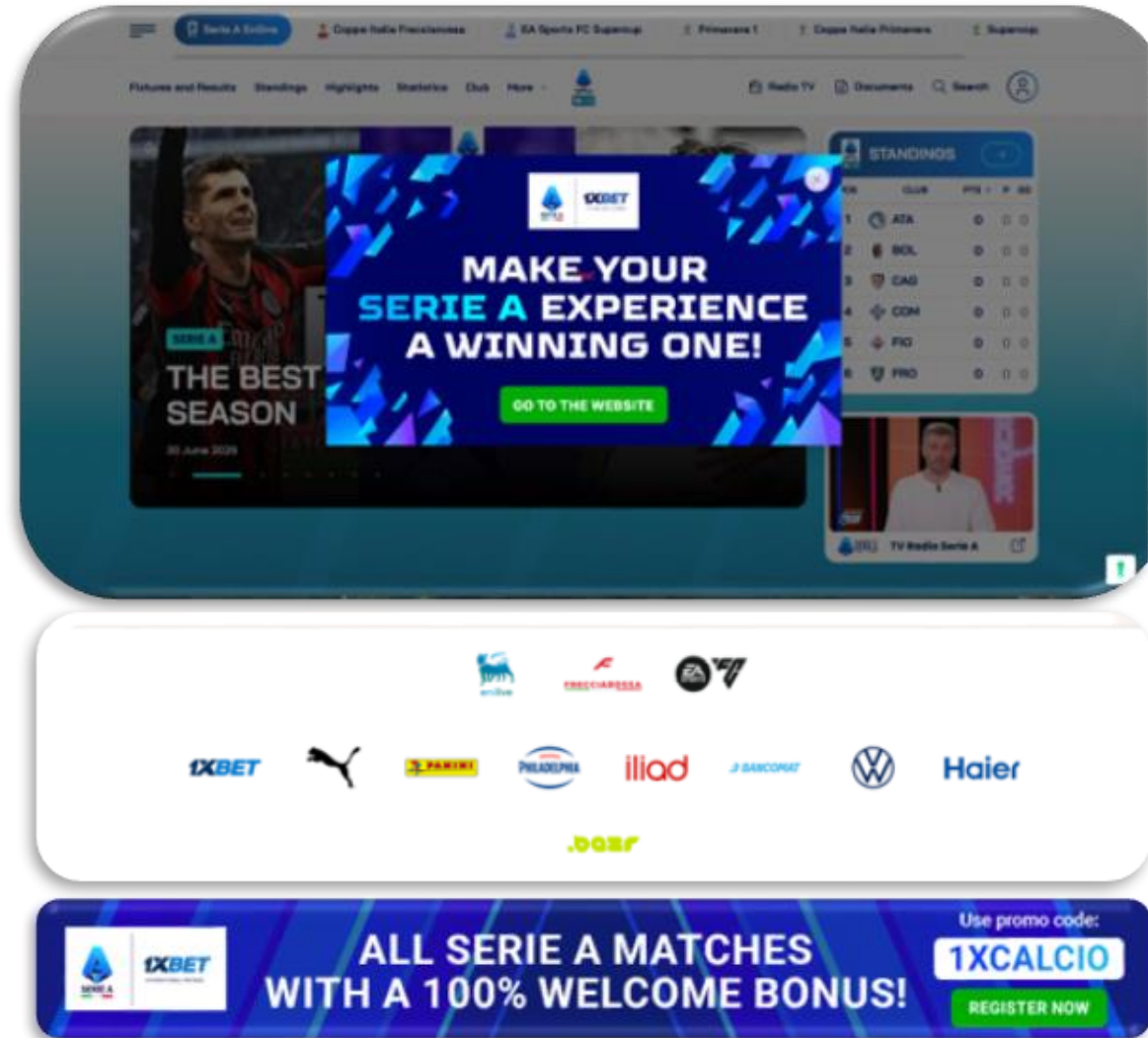
With over 10.3 million subscribers on the Serie A YouTube channel, 1XBET's logo appears on the opening graphics for the highlight package for every game.



Website Visibility

1XBET also has prominent visibility across Serie A's website.

With branding featuring on a pop up when entering the website, banners and on the official partner's page.



Pitch-side LED

As part of the partnership 1XBET has virtual advertising around Serie A games, providing prominent in game exposure to global audiences.



