



Nilox: signs a three-year agreement with FC Internazionale Milano

The partnership that sees Nilox as Official Electric Mobility Partner of the club has been renewed until 2021

MILAN, November 5th 2018 - Nilox (www.nilox.com), the Italian sports and outdoor technology brand of the Esprinet Group, and FC Internazionale Milano announce that they have renewed the Partnership agreement started last season. Nilox remains the first and only Official Electric Mobility Partner in the Club's history for the next three years.

Nilox, leader in the Italian e-board market in 2017, chooses to keep on working with Inter, the club with the highest number of spectators at any stadium in Italy. The goal is to continue the path started last season, continually increasing its brand awareness through the visibility at the stadium along with other activities.

According to the partnership, Nilox can be seen in the Pitch-side LED displays and on the Maxi-screens not only during the 90 minutes of matches played at San Siro, but also during extra-time with a total domination and absolute exposure. As Electric Mobility partner, products from the Nilox e-line (hoverboards, scooters, skateboards and electric bikes) will be made available to the Inter players to get round the city in a green, fun and flexible way.

“The winning nature of this partnership was clearly shown last season - explained Giorgio Brambilla, Inter Sales&Partnership Management Director-. We are happy to continue the route undertaken with Nilox, a relationship which allows both of us to grow and be positioned in the relevant market as a valid business and multilevel entertainment model. The longstanding nature of this agreement enables us to plan the next steps together and study new initiatives that will continue to arouse more curiosity and satisfy supporters and fans”.

“Last year we launched five new models of e-bike, two electric scooters, in addition to having renewed the design of our hoverboard, best-seller product in the e-board market. Our partnership with Inter brought us great results in terms of visibility and brand awareness, that generated interesting business opportunities both in Italy and abroad, as well as synergies with the other partners of the club. For this year, we have planned other announcements and we are sure that our collaboration will continue to give

us great satisfaction”, commented Michele Bertacco, Nilox Brand Director.

About Nilox:

Nilox (www.nilox.com) is the sport technology brand of the Esprinet Group. Thanks to constant investment in research and product marketing, Nilox is one of the most recognized brands in the Sport and Outdoor Technology market today. Nilox has grown rapidly to become the top Italian Action Cam brand in the world and holds second position in Italy in terms of sales. Nilox is also the most well-known brand in the field of hi-tech mobility on “two wheels”. The success of the DOC hoverboard has been swiftly followed by lines dedicated to skates, electric scooters and a range of electric bikes. The offer includes wearable devices, a range of business backpacks and IT professional solutions. Today Nilox is the sponsor of some of the most legendary clubs in Italian and world football as well as the partner of the most famous champions in the field of MotoGP and cycling.

FC Internazionale Milano Company Profile:

Founded in 1908, FC Internazionale Milano, or Inter, is globally renowned as one of the world's most successful football teams. The club has Asian ownership since Chinese group Suning acquired the majority stake in June 2016. Steven Zhang is president of the Club since October 2018.

The club's trophy haul includes 18 Italian league titles, 7 Coppa Italia, 5 Italian Super Cups, 3 UEFA Cups, 2 European Cups, 1 UEFA Champions League, 2 Intercontinental Cups and 1 FIFA Club World Cup. Inter is one of the seven teams to have done the treble - Champions League, national championship and national cup - in the same year (2010), and the only Italian club never to have been relegated in its 110-year history. Inter is a global brand with more than 340 million followers worldwide.

Inter's home is the Stadio Giuseppe Meazza, a 78.275 seater arena that is among the world's most famous and frequently visited stadiums, with over four million tourists each year.

The club boasts a cutting-edge, world-famous youth academy. Over the years Nerazzurri youth teams have won more than 53 trophies, producing many full internationals and dozens of other professionals who have gone on to play in the major European leagues.

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