

## MY SPORT E SALUTE, THE FIRST APP FOR EVERYONE INVOLVED IN SPORT

Rome, 24 November 2021 – Simplifying access to sport by providing all the bodies in the sports sector and all sportsmen and women with the possibility of contributing to and using a common hub for disseminating information about any sports discipline they may choose. It is on this basis that in collaboration with all the players in the sporting world, **My Sport e Salute**, the app created by **Sport e Salute S.p.A.**, the Italian publicly-owned company for the promotion of grassroots sport and healthy lifestyle, has been conceived and developed in collaboration with the high-tech bank **illimity Bank S.p.A.** and it is available for free in digital stores.

My Sport e Salute is a virtual ecosystem. A **simple, complete and practical** application aiming to put the **whole sporting world** in Italy within online reach with just a single click: Federations, sports promotion bodies, associated sporting disciplines, non-profit associations, civil and military sports groups, over 100 thousand amateur sports associations and clubs and their 14 million members. A platform able to connect the 7,903 Italian municipalities and the 77 thousand existing sports facilities in order to bring them closer to all enthusiasts, big and small, of every level.

A place where, on the one hand, sports bodies will be able to have room to achieve visibility, **promoting their activities and attracting new users**, and on the other hand, sportsmen and women will be able to be constantly updated on disciplines, places of interest and manage their daily physical exercise at an **individual and family level**. And sports bodies will be able to promote the possibility of **buying tickets** for events or season tickets by specific means as the application continuously develops.

At the end of a selection process, illimity was chosen as technological partner for this project thanks to its expertise in the development of digital platforms and open innovation.

Among the app's many valuable functions, such as **geolocation, the planner with a calendar for scheduling one's appointments or sports events, a marketplace will be activated**, an area where selected partners will be able to offer favourable conditions for products and services connected with the world of sport, ranging from technology to the financial and insurance sector. In addition, the app also provides **support for monitoring expenses and it is an enabler for payments**, independently from the bank of the user.

In short, an application for simplifying the way in which people organise their sporting activity, in which Sport e Salute combines all the experience obtained from its assets (*Parco del Foro Italico, Stadio Olimpico, Istituto di medicina dello sport, Scuola dello sport*) addressing the clubs, associations and the social fabric they represent through their practitioners and members.

By way of this initiative, Sport e Salute intends to respond to a specific need expressed by many people in Italy. In this respect, recent research carried out by Nielsen on a sample of 2,000 people showed that since sport is an important means of personal improvement and health, the requirements relating to sport focus on the search for information and advice from reliable information channels. 50% of the sample stated that they would like to receive advice and suggestions to be able to fully live their passion for sport, whereas 45% would prefer to obtain information about sportswear and sporting equipment and accessories, while in equal measure people interviewed (30%) would like on the one hand to obtain news about sporting events and contests and on the other to receive news of a more general nature.

**Vito Cozzoli**, Chairman and CEO of **Sport e Salute S.p.A.**, commented: *“With My Sport e Salute we are creating an app that is open to everybody involved in sport. As a means of connecting them, of helping families, people practicing sport, enthusiasts and consumers throughout the whole of Italy, from the cities to the inner areas. Anyone wishing to practice physical activity, anyone wishing to improve their lifestyle, will find the answers they seek in the app. After the pandemic there’s the need for a new means of getting sport under way again, because it belongs to everyone and is intended for everyone. Sport e Salute doesn’t want to leave anybody behind just as the recovery takes off”*.

**Corrado Passera**, **illimity**’s CEO, stated: *“We are pleased to be able to work with Sport e Salute on this important initiative being introduced to benefit the sporting world. It is a pleasure for us to make our technological platform available, together with our most innovative services such as current account aggregation and analysis, a field in which the bank can boast important firsts. We will give the utmost collaboration to Sport e Salute to ensure the success of the project and its widespread dissemination”*.

For further information:

**Sport e Salute**

Head of Press Office: Goffredo de Marchis - [comunicazione@sportosalute.eu](mailto:comunicazione@sportosalute.eu)

Valerio Cassetta - [comunicazione@sportosalute.eu](mailto:comunicazione@sportosalute.eu)

Diana Pennacchia - [comunicazione@sportosalute.eu](mailto:comunicazione@sportosalute.eu)

**Investor Relations illimity**

Silvia Benzi: +39.349.7846537 - +44.7741.464948 – [silvia.benzi@illimity.com](mailto:silvia.benzi@illimity.com)

**Chief Communication & Stakeholder Engagement Officer illimity**

Isabella Falautano - [press@illimity.com](mailto:press@illimity.com)

**Press & Communication illimity**

Francesca D’Amico

+39.340.1989762 [press@illimity.com](mailto:press@illimity.com)

Sara Balzarotti, *Ad Hoc Communication Advisors*

+39.335.1415584 [sara.balzarotti@ahca.it](mailto:sara.balzarotti@ahca.it)

### **Sport e Salute S.p.A.**

**Sport e Salute S.p.A.** (Coni Servizi S.p.A. until 2018) is an Italian publicly-owned company in charge of the development of sport in Italy, providing services of a general nature. Sport e Salute is the state company and governmental operating structure acting as part of public sports policy for the promotion of grassroots sport and a healthy lifestyle. The company offers a wide range of services and organises a series of activities designed to foster grassroots sport and a healthy lifestyle, increase sports activity and enhance the value of the role played by the local area, schools, voluntary organisations, federations, associations and amateur sports clubs. During the Covid-19 pandemic, from March 2020 to March 2021, the company was involved in the research, disbursement and reporting for the compensation given to sports collaborators through the “Cura Italia” and “Ristori” decree laws, as determined by the Ministry for the Economy and Finance in conjunction with the Ministry for Youth Policies and Sport. The company has paid out more than 1.1 billion euro to date and numbers 209 thousand sports collaborators, of whom 197 thousand have received the allowance.

### **illimity Bank S.p.A.**

**illimity** is the high-tech banking group founded and headed by Corrado Passera that was created with the aim of responding to specific market needs by way of an innovative and specialist business model. More specifically, illimity extends financing to high-potential SMEs, purchases distressed corporate loans and services these through its platform neprix, and provides digital direct banking services through [illimitybank.com](http://illimitybank.com). illimity SGR, which sets up and manages alternative investment funds, the first of which dedicated to UTP loans, is also a member of the Group. The story of the illimity Group began in January 2018 with the launch of the special purpose acquisition company SPAXS S.p.A., which ended with a record 600 million euro being raised on the market. SPAXS subsequently acquired Banca Interprovinciale S.p.A., with the resulting merger between the two giving rise to “illimity Bank S.p.A.” which has been listed on the Italian Stock Exchange since 5 March 2019 (ticker “ILTY”), first on the MTA exchange and since September 2020 on the Star Segment. The banking group, headquartered in Milan, can already count on over 700 employees and ended the first nine months of 2021 with assets of over 4.6 billion euro.