

eToro unveils partnerships with eight Italian Serie A clubs

Milan, Italy - 30, September 2021: Multi-asset investment platform eToro has announced the expansion of its partnership portfolio, securing deals with eight clubs in the Italian Serie A for the coming 2021/22 season.

Founded in 2007, eToro is the world's leading social investment network with over 23 million registered users worldwide. Making a significant investment into Serie A, eToro will be official partners of Bologna, Cagliari, Genoa, Sampdoria, Sassuolo, Spezia, Udinese, Verona and have an LED only deal with Salernitana.

eToro offers clients throughout the Italian region access to not only a choice of investment instruments – from fractional shares and ETFs, to commodities and cryptoassets – but also a choice of how to invest. eToro users can invest directly themselves, copy another investor, or invest in one of eToro's smart portfolios.

Emanuela Manor, Italian Regional Manager at eToro comments: *“eToro believes that sponsorships are a powerful tool for connecting with the communities at the very heart of a sport. With more people than ever engaging with the capital markets this year, financial education has never been so important. We will be working with the clubs to make the financial markets more accessible, bringing fans closer to the action and educating them on investing.”*

As a partner of these Serie A clubs, eToro will gain global exposure through an extensive range of marketing opportunities including matchday LED boards, media backdrops, tickets and digital rights.

eToro has an extensive global partnership portfolio comprising multiple football clubs across Europe along with other sports including Rugby Australia. As one of Europe's biggest sponsors, eToro will continue to expand its investment in a range of sporting communities across the world.

- Ends -

Notes to editors

[About eToro](#)

eToro is a multi-asset investment platform that empowers people to grow their knowledge and wealth as part of a global community of successful investors. eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. Today, eToro is a global community of more than 23 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

Disclaimer

eToro is regulated in Europe by the Cyprus Securities and Exchange Commission, in the UK by the Financial Conduct Authority and in Australia by the Australian Securities and Investments Commission.

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **67% of retail investor accounts lose money when trading CFDs with this provider.** You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.