



AC MILAN AND CELLY SIGN NEW PARTNERSHIP

Milan, July 29, 2021 – AC Milan and Celly – an Esprinet Group's brand and one of the Italian leading players in the mobile phone accessories market – are delighted to announce a new partnership that sees Celly become the Official Mobile Phone Accessories Partner of the Club.

Celly makes its début in the world of football alongside the Rossoneri for the forthcoming season. The partnership with AC Milan allows Celly to link its brand to one of the most popular football clubs in Italy and in the world as well as an internationally renowned Italian excellence.

Innovation and style are the two values at the heart of this partnerships, with both brands being strongly committed in the pursuit of innovative solutions and of a distinctive Italian style that they showcase in their respective fields around the world.

Casper Stylsvig, AC Milan Chief Revenue Officer commented, *“We are very proud to link our brand to Celly, a reality that, like AC Milan, was founded in Italy and that is now a leading international brand operating in over 40 countries in the world. We believe that the passion for innovation and style is the common ground of this partnership. While Celly is a leading company in the production and distribution of innovative top-quality accessories with an Italian design, AC Milan is a club with a unique and modern style able to look to the future while always bearing in mind its history.”*

“We are really excited about this agreement and we look forward to taking our first steps in the world of football alongside an iconic and popular partner like AC Milan. We expect great results in terms of consolidating the reputation of our brand and our products both in Italy and at an international level and we hope that this collaboration is going to bring further synergies and business opportunities in the future” said **Stefano Bonfanti, Celly Head of Sales and Marketing**.

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Media contacts

Corporate Communication

Halajie Barjie
M. +39 366526610
hb@acmilan.com

Support Communication

Nicolò Guandalini
M. +39 3483319526
Nicolò.Guandalini@acmilan.com

PR & Media Operations

Beatrice Moro
M. +39 3665624331
beatrice.moro@acmilan.com

International Communications

Alessandro Sansica
M. +39 334 639 7036
alessandro.sansica@acmilan.com

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About Celly:

Celly brand, one of the Italian leading players in the mobile phone accessories market, was founded in Italy in 1998. With 20 years of experience, Celly is specialized in the production and distribution of high-quality accessories for smartphones, tablets, action cameras, cameras and notebooks, characterized by an entirely Italian design and style. In a world where technologies have become essential tools of communication and connection in our daily life, Celly designs accessories to help people amplify the potential of the technologies they are surrounded by. Celly products are designed to accompany the consumers at any time of the day: at home, at work, while training, during travels or in their free time. Thanks to our expertise, we offer a wide and deep range of reliable products with more than 1000 active SKUs in our portfolio, focused on different product categories: protection, charge, audio, utility, sport, photo, free time and mobile gadgets. Thanks to its international distribution network, Celly supplies more than 3,000 resellers all over Italy and operates in over 40 countries in the world between Europa, Asia and Africa. In addition to the head quarter in Italy, Celly also has a branch in Hong Kong - Celly Pacific Limited - to support distribution and territorial expansion activities in Asia and Australia. In 2014 Esprinet acquired 60% of the Celly company, with the aim of creating the strongest distribution player in the mobility accessories market, making a rapid growth in the affirmation of the brand at a European level. Today, Celly is an Esprinet Group's brand, among the top five European technology distributors in Europe and number one in Italy and Spain, with over € 4 billion in turnover in 2019 and more than 1,500 employees.

Contatti stampa:

Hotwire

T: +39 02 36643650

E: CellyIT@hotwireglobal.com

Media contacts

Corporate Communication

Halajie Barjie
M. +39 366526610
hb@acmilan.com

Support Communication

Nicolò Guandalini
M. +39 3483319526
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