



## Press release

### **ATHORA ITALIA IS THE NEW TITLE PARTNER OF SERIE A WOMEN'S FOOTBALL LEAGUE**

**Rome, 2 October 2025 - Athora Italia, part of the Athora Group – a European leader in savings and retirement services – is pleased to announce that it is the new Title Partner of the FIGC Women's Professional Serie A Division in Italy.**

The two-year partnership will kick off on 4 October at the start of the new 2025/26 season, which has been revamped with 12 clubs and renamed 'Serie A Women Athora'. The agreement between Athora Italia and Serie A Women is based on a shared set of values that go beyond the playing field. Serie A Women is a movement that combines competitive passion, culture and social responsibility, promoting inclusion and new opportunities for growth. Women's football, an extraordinary example of resilience and determination, brings to the pitch the same qualities that inspire Athora Italia's way of working, alongside its customers and partners.

With this initiative, Athora Italia intends to support the development of a rapidly growing movement, with a fan base that exceeded 10 million in 2024 and recorded a 130% increase in television ratings, helping to give visibility to talent and stories that embody the future.

The agreement was signed by Serie A Women President Federica Cappelletti and Athora Italia CEO Jozef Bala, and presented during a press conference held in Rome at the FIGC headquarters. The event was opened by a speech from the President of the FIGC, Gabriele Gravina.

*"The development of Italian women's football also depends on partnerships of this caliber," said FIGC President Gabriele Gravina. "Believing in and investing in Serie A Women means having vision and embracing the future with conviction. I therefore thank Athora Italia for believing in this initiative, and I am confident that together we will achieve the desired results. Women's football is a strategic and priority asset for the Federation, which is committed to enhancing it through the continuous strengthening of its programme dedicated to the growth of the movement. Our approach—comprehensive and also focused on improving technical training, raising organisational standards, and launching commercial and communication initiatives—will continue to generate enthusiasm that, thanks to collaborations with prestigious companies like Athora Italia, will contribute to the positive transformation of civil society in terms of equal opportunities and female empowerment."*

*'We welcome Athora Italia to the big family of Serie A Women,' said Federica Cappelletti, President of Serie A Women. "I say family because our league and the movement I am proud to represent embody the same values: talent, willpower and team spirit. With the rebranding of the league this year, Serie A Women is entering a new dimension, which is in line with the development of women's football in terms of global interest and growth in the number of registered players, and we are delighted that a prestigious partner such as Athora Italia has chosen us to embark on this journey together."*



*'With this partnership, we are not only supporting a rapidly growing championship, but also embracing a broader vision,' said Jozef Bala, CEO of Athora Italia. "For us, Serie A Women is a platform for telling the story of the future, in a context where sport becomes a lever for progress. We would like to thank the FIGC Women's Professional Serie A Division and President Cappelletti for the trust they have placed in us. We are confident that we can best represent the values that unite us and further consolidate our position in Italy as a reliable brand that is close to the people."*



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### **About Serie A Women**

Serie A Women is the top Italian women's league, organised by the FIGC (Italian Football Federation) Professional Women's Serie A Division, and for the 2025/26 season consists of 12 clubs: Como Women, Fiorentina, Genoa, Inter, Juventus, Lazio, Milan, Napoli Women, Parma, Roma, Sassuolo and Ternana Women.

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### **About Athora Italia**

Athora Italia, the life insurance company of the Athora Group, specialises in offering life insurance products, with strong ambitions for growth in the Italian insurance market, solid roots and consolidated experience in bancassurance thanks to a history that began over 50 years ago. We offer a wide range of insurance solutions to comprehensively and innovatively meet the insurance savings, pension and protection needs of our customers, whom we serve through an extensive network of distribution partners consisting of bank branches, financial advisors, private bankers, agencies and brokers.

For information: [www.athora.it](http://www.athora.it);

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