



Nexi makes Teatro Arcimboldi Milan the first cashless theatre in Italy

Italy's largest theatre marks the start of the new theatre season by announcing its move to entirely cashless payments across ticketing, shops and restaurants

Milan, 07 July 2023 – Teatro Arcimboldi Milan (TAM), has signed a strategic partnership with Nexi, Europe's leading PayTech, which will see the largest Italian theatre become the first cashless theatre in the country.

Teatro Arcimboldi Milan is known as a place of excellence for live entertainment. It opened in 2002 as host of the famous Teatro alla Scala and is now renowned for the extraordinary use of technology and multimedia in its productions. Establishing itself as a symbol of progress and digitalisation, TAM has chosen to embrace a completely cashless model.

From September 2023, tickets for theatrical performances will exclusively be payable digitally. This will subsequently be extended to all of TAM's service partners: the Il Sole 24Ore bookshop, the Finger's restaurant and the Dal Milanese restaurant. This is all enabled by Nexi, which is providing the technological infrastructure and payment devices.

The agreement between TAM and Nexi was highlighted today during the presentation of the 2023/2024 Theatre Season. TAM and Nexi underlined how the collaboration responds to citizens' desires to access advanced services that focus on safety, transparency and speed.

"Our goal is to support the public administration, businesses and merchants with innovative services capable of making the shopping experience easier - said Erika Fattori, Brand and Communication Director of Nexi Group - Increasingly, physical channels are integrating with online channels. We enable this through digital payments that guarantee the whole community benefits in terms of speed, safety and convenience. The agreement with TAM allows us to support the theatre as transforms its business".

For Nexi, this agreement represents a further step in the digitalisation process within Italy, as digital payments assume growing importance, accompanying a modern cultural transformation.

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Nexi

Nexi is the European PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Borsa Italiana's MTA, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional



skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. www.nexi.it www.nexigroup.com

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