



Visa and Nexi join forces with Luna Rossa for the 38th America's Cup

The partnership reinforces their commitment to supporting Italian innovation, performance and excellence on one of the world's most prestigious sporting stages

Milan, September 30, 2026 – Visa, a world leader in digital payments, and Nexi, the leading European PayTech, today announce their partnership with Luna Rossa as Official Sponsors for the 38th America's Cup, which will take place in Naples in summer 2027. Through this collaboration, Visa and Nexi reinforce their commitment to supporting Italian innovation, performance and excellence on one of the world's most prestigious sporting stages.

The partnership will also have a tangible presence on board and across the team's activities. The Visa and Nexi logos will feature on the decks of the AC40 and AC75 boats, as well as on team uniforms throughout the 2027 season. The America's Cup is a global sporting event: the 37th edition, held in Barcelona, reached 954 million viewers across 209 territories, with almost 12,000 hours of television coverage.[1] The 2027 edition will mark a historic milestone for the competition, which will come to Italy for the first time, taking place in Naples from May 26 to July 18, 2027. As part of the event, Visa and Nexi will welcome fans through a range of dedicated activities alongside members of the Luna Rossa team.

Luna Rossa – the only Italian team competing in the America's Cup and the longest-standing challenger in the history of the event – brings to the international stage a model that combines sport, innovation and Made in Italy.

Visa and Nexi alongside Luna Rossa

Just as close coordination across the Luna Rossa team is essential to achieving outstanding performance on the racecourse, Visa and Nexi work closely together every day to deliver secure and reliable payment experiences for consumers, businesses and institutions. The collaboration between Visa and Nexi brings together complementary expertise, continuous innovation and a shared vision, contributing to the digitalisation of payments and the growth of the digital economy.

The sponsorship will accompany Luna Rossa on its journey towards the 38th America's Cup, reaffirming Visa and Nexi's commitment to supporting an Italian excellence recognised on the international stage and highlighting the role of collaboration as a driver of performance – both on the water and in digital payments.

*"We are proud to stand alongside Luna Rossa for the 38th America's Cup," said **Serena Di Matteo, Head of Marketing Southern Europe, Visa**. "This partnership is built on shared values that are at the heart of our work every day: innovation, speed, security, reliability and the ability to work together to achieve ambitious goals. Just as in high-performance sailing, in digital payments too, value comes from bringing together different areas of expertise and working as a team to deliver increasingly simple, secure and reliable experiences."*

*"Standing alongside Luna Rossa, together with Visa, in a global challenge such as the 38th America's Cup means supporting an Italian excellence capable of competing at the highest international level," said **Erika Fattori, Group Brand & Marketing Communication Director at Nexi**. "This partnership is built on shared values: leadership, innovation, performance, trust and the ability to work together. These are the same principles that guide Nexi every day in contributing to an increasingly secure, innovative and reliable payments ecosystem. We are proud to support an Italian team that showcases our country's ability to turn expertise, technology and teamwork into excellence on the global stage."*

*"In a competition such as the America's Cup, where a fraction of a second can make the difference between winning and losing, and where everything needs to work in perfect synchronisation, security, reliability and speed are absolute priorities," said **Max Sirena, CEO of Luna Rossa**. "We are delighted to have Visa and Nexi alongside us for this campaign. They are two leading organisations that, although operating in different fields, share many of our needs and face similar challenges, addressing them with expertise, professionalism and a strong team spirit."*

Visa

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and governments in more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone, everywhere, can help everyone, everywhere thrive, and we see accessibility as fundamental to the future of moving money. For more information, visit [Visa Italy](#).

Nexi

Nexi is the leading European PayTech, operating in high-growth, attractive markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and capabilities to drive the evolution of digital payments across Europe. With its portfolio of innovative products, e-commerce expertise and sector-specific solutions, Nexi is able to provide flexible support to the digital economy and the global payments ecosystem across a broad range of channels and payment methods. Nexi's technology platform and best-in-class industry expertise enable the company to operate across three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi continuously invests in technology and innovation, focusing on two fundamental principles: meeting the needs of its customers together with its partner banks and creating new business opportunities for them. Nexi is committed to supporting individuals and businesses of all sizes, transforming the way people pay and businesses accept payments, and providing customers with the most innovative and reliable solutions to help them better serve their customers and grow. This is how Nexi drives progress for the benefit of all: by simplifying payments and enabling people and businesses to build stronger relationships and grow together.

For more information, visit www.nexi.it and www.nexigroup.com.

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