

Mastercard is main sponsor of the 78th Venice International Film Festival – La Biennale di Venezia

For the fifth consecutive year, Mastercard strengthens its collaboration with the Venice International Film Festival, confirming its will to connect consumers and future film talents to their passion for the great art of cinema and offer them unique experiences

July 26th, 2021 – Mastercard is proud to be main sponsor of the **78th Venice International Film Festival** (1st – 11th September), the oldest film festival in the world that has taken place every year since 1932 at the historic Palazzo del Cinema, on Lungomare Marconi in Venice Lido.

Mastercard is the main sponsor of the Biennale Cinema 2021 and, during the last five years, collaborated with the Venice Film Festival to connect consumers with their passion for cinema, confirming the company's desire to best express its Priceless positioning and to create a movement where art, business, society and individuals can come together and explore a more inclusive and innovative future. With its cutting-edge expertise in the field of technology and its creativity, Mastercard aims to create new and innovative ways to bring people closer to the cinema and offer them the opportunity to see the world from a different perspective.

This important partnership strengthens Mastercard's multi-year bond with most exclusive European film festivals, from Cannes to Berlin. Through this connection, Mastercard commits to create experiences, unique and unforgettable moments and surprises for all Mastercard's partners and cardholders who love the big screen, giving them the opportunity to live their passions in ever new and engaging ways, starting something truly priceless.

*"We are proud to be involved in Venice International Film Festival this year as Main Sponsor, thus reinforcing a very important partnership for Mastercard. Together with the Mostra del Cinema we have been able to create events, experiences and moments that have allowed consumers and future talents of this art to be even closer to the world of cinema and to those who are part of it. – affirmed **Jeannette Liendo, Senior Vice President, Marketing, Mastercard Europe** – Our goal is to be able to offer Seventh Art lovers more engaging and unparalleled experiences, allowing them to be close to their passion for cinema and to what for them is really Priceless."*

This year, during the Biennale Cinema 2021, Mastercard will host "See life through a different lens", a series of conversations with the biggest talents of contemporary cinema, which will take place during the days of the Film Festival and will allow fans to experience this new edition from a different perspective, thanks to the unique point of view of internationally renowned directors and actors.

Mastercard *Conversation Series* represent indeed a unique opportunity to discuss on artistic and technological themes, by sharing opinions and on-field experiences and offering the opportunity to discover the several shades of the cinema world, inspiring an audience of eager future talents willing to follow their models' footsteps.

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Mastercard is an international technology company operating in the payments sector. Our goal is to create connections and promote an inclusive digital economy that everyone can benefit wherever they are, thanks to secure, simple, fast and accessible transactions. By relying on secure data and networks, partnerships and passion, our products and solutions, we help consumers, financial institutions, governments and businesses reach their maximum potential. Our respect for human values is at the heart of the company culture and of everything we do inside and outside the company. With presence in over 210 countries and territories, we are building a more sustainable world that offers priceless opportunities for all.

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