



Mastercard main sponsor of the 81st Venice International Film Festival of La Biennale di Venezia

For the eighth consecutive year, Mastercard renews its collaboration with the Venice International Film Festival, continuing to connect enthusiasts with their passion for the captivating art of cinema

Venice, 23th July 2024 – Mastercard is proud to announce its renewed main sponsorship **of the 81st Venice International Film Festival of La Biennale di Venezia** (August 28th - September 7th), the oldest film festival in the world which, as every year since 1932, takes place again at the historic Palazzo del Cinema, on Lungomare Marconi on the Venice Lido.

Since the beginning of Mastercard's collaboration with La Biennale di Venezia eight years ago, the company has continued its efforts to connect people with their passion for cinema, bringing to life the brand's **Priceless** positioning and creating a movement where art, business, society and individuals can come together and explore a more inclusive and innovative future together.

Thanks to its connection with the major international film festivals, including the Cannes Film Festival and the Berlin Film Festival, combined with its cutting-edge expertise in the technological field and its unique creativity, Mastercard creates unforgettable experiences, moments and surprises for all movie-loving partners and card holders, so that they can live their passions in ever new and engaging ways, starting something truly *priceless*.

*"Cinema has always been a mirror of society, coming to life on the big and small screen through the relentless work of the proponents of this engaging art, inspiring millions and millions of people," said **Luca Fiumarella, Head of Marketing Italy at Mastercard**. "We are therefore thrilled to renew for the eighth consecutive year our partnership with the Venice International Film Festival of La Biennale di Venezia, continuing to create events, experiences and moments that allow us to best express our priceless positioning and bring people's passion for cinema to life ever more closely."*

On the occasion of the Biennale Cinema 2024, Mastercard will promote several initiatives dedicated to lovers of the Seventh Art, connecting them even more strongly to the magic of cinema that enlivens the Venice International Film Festival each year.

Mastercard will host in Venice the **Première of the Reply AI Film Festival**, with the theme 'Synthetic Stories, Human Hearts,' an international contest promoted by Reply, open to all creatives who have made a short film using new technologies and tools of Artificial Intelligence and in which the three final winners of the contest will be announced.

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Mastercard (NYSE: MA)

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions, we help individuals, financial institutions, governments and businesses realize their greatest potential. With connections across more than 210 countries and territories, we are building a more sustainable world that unlocks priceless possibilities for all.

www.mastercard.com

Contacts:

Mastercard

Giuliana Abbate

E. Giuliana.Abbate@mastercard.com

Omnicom PR Group

Mastercard Press Office

E. mln.mastercard@fleishmaneuropa.com