



more pain more gain

Imatra signs agreement with RCS Sport for 2025

The Fintech and Sportech app, one of the most downloaded, gets ready to write a new chapter in cycling.

Milan, 4 March 2025 - **Imatra**, an innovative platform in the Fintech and Sportech sector, has signed an agreement with **RCS Sport** to become the official partner for its most iconic events. These include the **Giro d'Italia**, a symbol of Italian cycling, the **Giro d'Italia E** and the **GranFondo** events associated with the **Strade Bianche** and **Il Lombardia** weekends, some of the most prestigious and internationally followed cycling competitions.

With this new partnership, Imatra confirms its position as a leader in the field of financial technology applied to sport, opening up new opportunities for cyclists and enthusiasts around the world. Through innovative fintech solutions, users will be able to enjoy a smarter and more engaging experience, with digital services that promote a sustainable ecosystem. This partnership is one of the most important developments for 2025, kicking off a series of strategic activities for the company and offering participants a new way to experience cycling events.

Giulio Gallazzi, Chairman of Imatra, expressed his enthusiasm for the collaboration, stating: *"We are proud to be the official partner of RCS Sport for 2025. Our shared vision with RCS, a leader in the organisation of world-class sporting events, allows us to combine our innovative fintech platform with their passion and experience in the world of cycling. Imatra is revolutionising the sports payments sector with a highly innovative system based on a circular economy model and with a strong ESG (Environmental, Social, and Governance) focus."*

The collaboration will officially begin on Saturday 8 March during the Strade Bianche event, which takes place in the picturesque Tuscan hills and is highly regarded by cyclists and fans for its picturesque beauty and the difficulty of its route.

"Being the official Fintech and Sportech app of the Granfondo Strade Bianche is a significant milestone for Imatra," adds **Manolo Bianchini, CEO of Imatra**. *"This event embodies the core of our corporate values, which focus on collaboration, inclusion, well-being and sustainability. With Imatra, every pedal stroke becomes an opportunity to generate value by activating an innovative and sustainable ecosystem, thanks to our 100% green native complementary digital currency."*

"Today, merging sport and technology is more important than ever to enhance the experience of events and make the participant experience even more immersive and accessible. With Imatra, a leader in fintech and sportech, we share a vision focused on innovation and sustainability - core values for the future of cycling and sport in general," said **Paolo Bellino, CEO of RCS Sports & Events**. *"We are confident that this partnership will help create new opportunities for our global community by providing cutting-edge digital tools that will enrich our competitions. We're excited to begin this collaboration with Strade Bianche and together we'll build an increasingly innovative and sustainable experience for all cycling enthusiasts."*

The collaboration with RCS, synonymous with excellence in event organisation and commitment to promoting cycling culture worldwide, is a unique opportunity to bring fintech innovation to a global cycling community and build a future that brings sport, technology and sustainability together in a unique experience for all participants.