

PRESS RELEASE

**INTESA SANPAOLO: 3 NEW TOP MANAGEMENT ORGANISATIONS
IN EACH OF THE 7 REGIONAL DEPARTMENTS OF THE
*BANCA DEI TERRITORI***

**BUILT AROUND LOCAL NEEDS
THE NEW ORGANISATIONAL MODEL**

- **A team of 21 commercial directors at the national level**
- **Retail, Personal and Business are the segments for development of service to the customer**
- **Further enhancement of internal and women employees' talent. Decreasing average age of managers.**

Milan-Turin, 21 November 2014 – Implementation of the new organisational setup is continuing with the new national team consisting of 21 commercial directors, of which three are women, operative since January in the seven regional management areas of the *Banca dei Territori* of Intesa Sanpaolo. The aim is to provide a customer service increasingly specific to their areas of need, at the same time pursuing the objectives of the Business Plan and concerning the appreciation of the value of the staff and recognition of merit.

More in detail, three new organisations have been set up in each of the seven Regional Departments (1 Campania, Basilicata, Calabria, Apulia and Sicily; 2 Emilia Romagna, Marche, Abruzzo and Molise; 3 Lombardy; 4 Milan and Province; 5 Piedmont, Valle d'Aosta and Liguria; 6 Tuscany, Umbria, Lazio and Sardinia; 7 Veneto, Friuli Venezia Giulia and Trentino Alto Adige):

- **Retail Commercial Management**, overseeing the customers of *Banca 5* (Base), families and *Retail* businesses, with focus on development and meeting banking, investment and savings needs in a way that is more susceptible to standardisation.
- **Personal Commercial Management**, overseeing the *Personal* banking customers, with focus on the professional management of more complex needs related to savings, investment and social security, including the introduction of highly evolved consulting services.
- **Business Commercial Management**, overseeing the *Business* banking customers, with a focus on the development of company finance and special finance and support in business internationalisation processes.

The 21 commercial directors who will be introduced in the new year will have an average age of 51 and have acquired considerable experience within the Group and the commercial network of the *Banca dei Territori*. In particular, they represent the strong desire of Intesa Sanpaolo to reward the merit and competence of the internal professionals of the Group.

The *Banca dei Territori* Division with 11.1 million clients, more than 4,400 branches and net operating income of about 67% of the consolidated net operating income of the Group, retains its central position in implementing the Business Plan and achievement of the planned objectives.

For information:

Intesa Sanpaolo

Media relations – *Banca dei territori* and local media

Tel. + 0287962677

stampa@intesasanpaolo.com