

PRESS RELEASE

**INTESA SANPAOLO MOBILE
THE LEADER AMONG BANKING APPS
FOR THE SECOND CONSECUTIVE YEAR**

- **The acknowledgment of “Global Digital Experience Leader” comes from one of the leading global Research and Advisory companies**
- **Stefano Barrese, Head of Intesa Sanpaolo’s Banca dei Territori Division, commented: Ability to innovate, cutting-edge technologies and customer centricity are the distinctive elements of our strategies and our service model. We continue with conviction along the growth path traced in our 2022-2025 Business Plan, which sees isybank, the Group’s digital bank, as one of the pillars for our digital transformation.”**

Milan, January 11 2024 – Intesa Sanpaolo announced today that the US-headquartered research company Forrester Research has named the **Intesa Sanpaolo Mobile App** the “**Global Digital Experience Leader**” in their digital experience review, amongst 27 evaluated banking Apps across 10 countries, with top mobile functionality and user experience.

The report published, *The Forrester Digital Experience Review™: Global Mobile Banking Apps, 2023*, not only acknowledges Intesa Sanpaolo’s App as the leader, but also cites Intesa Sanpaolo among their list of mobile banking best practice in the following categories:

- **Money Management**, for categorizing transactions and offering comprehensive spending analysis with personalized insights and predicted balance
- **Error avoidance and Recovery**: for providing quick access to bank contacts in case of need and for detailed error messages that help Customers resolve problems.

The following **characteristics of the Intesa Sanpaolo Mobile App** were also noted:

- **the evolution of Intesa Sanpaolo Mobile**, with new features that make it close to an Asia-Pacific style "super app"
- features such as **the possibility of paying for parking** directly from the app, the possibility of **changing energy providers** and an **estimate of CO2 emissions** to raise customer awareness of environmental issues
- the priority to **make the app increasingly accessible**, with features to enhance content readability.

Intesa Sanpaolo Mobile is a point of reference for **over 12 million multi-channel customers**, with **almost two billion logins per year**, **178 million transactional operations** and supports **purchases of products and services on the Group’s digital channels**, which represent **over 40% of Banca dei Territori’s total sales**.

*«Thanks to this new and significant recognition we consolidate our leadership at a global level, for the second consecutive year and just two months after being recognized as digital leader in the EMEA - comments **Stefano Barrese, head of the Intesa Sanpaolo Territori Bank Division** - Innovation capacity, cutting-edge technologies and customer centricity are the distinctive elements of our strategies and our service model. We continue with conviction along the growth path traced in our 2022-2025 Business Plan, which sees isybank, the Group’s digital bank, as one of the pillars for our digital transformation. Our customers have excellent platforms and technological standards, combined with the essential human touch that remains fundamental in the relationship.»*

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Intesa Sanpaolo

Intesa Sanpaolo is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech, in particular with Isybank, the Group's digital bank. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500 million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the Gallerie d'Italia, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

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