

PRESS RELEASE

**INTESA SANPAOLO IS THE MAIN INSTITUTIONAL PARTNER
OF THE MILAN SALONE DEL MOBILE**

- **The first ever banking group partner of the Fair**
- **Gallerie d'Italia and the new-concept branches will be open to the public of the *fuorisalone* side events**
- ***sharing*: the bank's innovation is accomplished through a sharing strategy**

Milan, 8 February 2017 - Intesa Sanpaolo will be the main institutional partner of the 56th edition of the Milan Furniture Fair (*Salone Internazionale del Mobile*) that will take place in Milan from 4 to 9 April 2017. This decision is part of the Group's strategy to promote Italian businesses and contribute to the relaunch of small-to-medium size companies in ways that are unique and innovative for a bank.

During the Fair and the *fuorisalone* side events there will be meetings with businesses and the public at the stands set up at the Gallerie d'Italia (Intesa Sanpaolo's museum complex in Milan) and at some of the new-concept branches which have been completely renovated into an actual lounge designed to host new forms of social relationships under the sharing philosophy, namely the sharing of projects, exhibitions, cultural, educational, literary or financial events that are free and open to the customer and non-customer public.

More in general, the sharing philosophy is the main inspiration for Intesa Sanpaolo Group's new cultural and commercial projects: sharing experiences, emotions and stories that can generate new perspectives, a common heritage of ideas and new scenarios.

“Our partnership with the Milan Furniture Fair is the natural evolution of previous initiatives that we have developed in recent years and is motivated by Intesa Sanpaolo Group's interest in everything that promotes “Made in Italy” products and talented Italian enterprises in the world”, stated Stefano Barrese, Head of the Banca dei Territori Division of Intesa Sanpaolo. “Through the Fair, along with our business customers we are opening up to an international horizon that promotes the superiority of a sector that is a driver of Italy's economy and its reputation: for us, being the only institutional partner of the Milan Furniture Fair is an opportunity to propose and share growth and investment tools to the design world in order to achieve new heights. The combination of these two valuable brands is yet another expression of the sharing concept which is represented in the Intesa Sanpaolo initiatives during the Fair, which will be open to the public and take place at the Bank's premises”.

With more than 48 billion Euro in medium-long terms loans granted in Italy during 2016, Intesa Sanpaolo confirms itself as a bank for the real economy and contributes to business development in Italy and the world through dedicated solutions and financing proposals in an innovative way of banking.

Press information:

Intesa Sanpaolo
Media Relations
stampa@intesasanpaolo.com