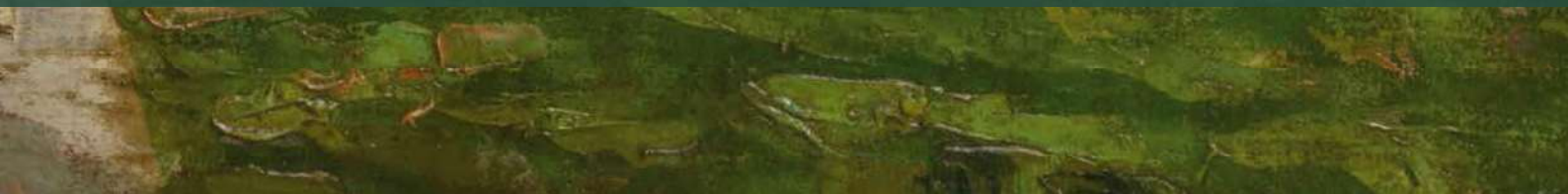


Community support and  
commitment to culture



# Community support and commitment to culture

## RELEVANT ISSUES

Monetary contribution to the community	176
Partnerships with a social impact in the community	178
Fostering youth education and employability	181
Ongoing commitment to culture	182
Institutional initiatives in support of the community	183

## RELEVANCE OF ISSUES AND MAIN IMPACTS

Intesa Sanpaolo attributes a key role to projects focused on the social, cultural and civil development of the communities in which it operates: supporting those in need, the community and the local area and promoting Italy's artistic heritage are long-standing commitments and an indelible part of the Group's history and business approach. The Bank has set itself up as a point of reference for communities and their growth, through investments in infrastructure and services to support local development. The Group is committed to responding efficiently to emerging social needs by taking on social challenges and developing partnerships also in the cultural field, in order to support those sections of the population that are less included in the economic and social fabric. With the 2022-2025 Business Plan, Intesa Sanpaolo confirmed its strong commitment to ESG and holds a leading world position with respect to social impact. In particular, the Group shows a willingness to help the community, providing support to meet the community's social needs, ensuring that the basic needs of people in difficulty are fulfilled and that elderly people receive assistance. At the same time, the Bank promotes youth education and employability, adopting partnerships with schools and universities to contribute to the well-being of the new generations in the areas where the Group operates.

## PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVE

Macro-issue	Projects/Indicators	2023 Actions/Results Cumulative value since 2022	2025 Plan Objectives 2022-2025 cumulative value
Community support	Intesa Sanpaolo for Social Impact	<ul style="list-style-type: none"> <li>During 2023, contributions for 300 million euro<sup>(*)</sup> were already supported</li> <li>With a view to strengthening the Bank's commitment towards social impact, a new organisational unit was created in 2023 reporting directly to the CEO with the function of directing and governing social impact activities</li> </ul>	A strong commitment displayed by the Bank towards social sustainability for a more inclusive and supportive present and future with the pledge to allocate, in the period 2023-2027, 1.5 billion euro through selected initiatives and projects to address social needs, combat inequalities and facilitate financial, social, educational and cultural inclusion, also leveraging on strategic partnerships <sup>(**)</sup>
	Monetary contribution to the community <sup>(***)</sup>	<ul style="list-style-type: none"> <li>About 101 million euro of which about 41.7% in the art and culture sector and over 22% on social solidarity</li> </ul>	Significant ESG commitment, with a world-class position in Social Impact
	Social Housing	<ul style="list-style-type: none"> <li>New partnerships were launched with Coima and Redo to give new impetus to MilanoSesto, the biggest urban regeneration project in Italy</li> <li>Financial and advisory support to the Coima, Covivio and Prada consortium for the project of the former Porta Romana railway station where the Olympic Village will be built</li> </ul>	Project to promote the development of 6,000-8,000 social housing units and beds for students, one of the most extensive programmes in Italy

## PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVE

Macro-issue	Projects/Indicators	2023 Actions/Results Cumulative value since 2022	2025 Plan Objectives 2022-2025 cumulative value
Community support	“Cibo e riparo per i bisognosi” (Food and shelter for the needy) programme	In the period 2022-2023 over 36.8 million actions completed, providing: <ul style="list-style-type: none"> <li>■ ~30 million meals</li> <li>■ ~3.3 million beds</li> <li>■ &gt; 3.2 million medicines</li> <li>■ &gt; 446,000 items of clothing</li> </ul>	Support for people in need, through about 50 million actions in 2022-2025 (meals, beds, medicines and items of clothing), with an expansion of the “Cibo e riparo per i bisognosi” programme
	“Giovani e Lavoro” (Youth and Work) programme	<ul style="list-style-type: none"> <li>■ Over 6,300 young people aged 18-29 sent in applications in 2023 (over 37,800 since 2019)</li> <li>■ Over 2,000 students interviewed and more than 920 students trained/being trained in 37 courses in 2023 (about 8,900 students interviewed and more than 3,900 students trained/being trained since 2019)</li> <li>■ About 2,400 companies involved since the start of the Programme</li> </ul>	Promotion of youth education and employability through the launch of programmes for more than 3,000 young people and involvement of more than 4,000 schools and universities in inclusive education programmes
	“Generation4 Universities” project	Intesa Sanpaolo is the main sponsor of the “Generation4Universities” project, developed by Generation and McKinsey & Company, aimed at helping students in their last year of university to embark on successful professional careers. The programme that finished in July involved 94 students from 36 universities and 22 leading Italian companies as potential employers	
	School4Life Project	Launch of the “School4Life” project with careers guidance for young people who may risk dropping out from school. In the 2023/24 school year Intesa Sanpaolo will deliver its educational offer to more than 500 pupils in 8 middle schools	
	“Tesi in Azienda” (Thesis in Company)	Intesa Sanpaolo supports students in the preparation of their degree or PhD thesis. The project involved about 230 students in 2023	
	Training in digital skills for young people	The P-Tech initiative in partnership with IBM aims to train young professionals in the field of new digital skills. In 2023, Intesa Sanpaolo was also directly involved, delivering 3 webinars, 1 end-of-year online workshop on the Bank’s activities and several mentoring meetings	

## PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVE

Macro-issue	Projects/Indicators	2023 Actions/Results Cumulative value since 2022	2025 Plan Objectives 2022-2025 cumulative value
Commitment to culture	Cultural activities	<ul style="list-style-type: none"> <li>■ Monetary contribution of over 42 million euro to Art and Culture</li> <li>■ ~680,000 visitors to the Gallerie d'Italia in 2023. 11 temporary exhibition projects, 3,670 educational workshops with 83,000 participating students, 520 guided tours for visitors with special needs with 6,620 participants</li> <li>■ The third edition of the higher education course at the Gallerie d'Italia Academy for young managers of cultural assets (30 students, 8 scholarships)</li> <li>■ 363 works of art from the collections owned by the Bank on loan for 73 temporary exhibitions in national and international venues</li> <li>■ Organisation of the 20th edition of the "Restituzioni" programme (that will finish in 2025) which involves 115 state-owned works of art to be restored and 50 protection bodies of the Ministry of Culture</li> </ul>	<ul style="list-style-type: none"> <li>■ Ongoing commitment to culture through the promotion of the Group's heritage: improvements to the exhibition spaces of Gallerie d'Italia and opening of two new museums in Turin and Naples</li> <li>■ Partnership with museums and national and international public/private institutions</li> <li>■ Sponsorship of cultural activities and events (e.g. opera, music and cinema)</li> <li>■ Contribution to the protection of the country's artistic heritage with the Restituzioni restoration programme (20th edition) in collaboration with the Ministry of Culture</li> </ul>

<sup>(1)</sup> As a cost for the Bank.

<sup>(2)</sup> As a cost for the Bank (including structural costs of ~0.5 billion euro related to the ~1,000 people dedicated to supporting initiatives/projects), already taken into account in the 2024-2025 guidance.

<sup>(3)</sup> The monetary contribution to the community is calculated according to the B4SI (Business for Social Impact) methodology. This amount is partially included in the amount relating to Intesa Sanpaolo's commitment to social issues, equal to €300 million, considering the objective of €1.5 billion in the 2023-2027 period.

## COMPANY POLICIES

The Group plays an active role in the areas in which it operates. The Code of Ethics draws attention to the needs of the community, which consists of various activities with sustainable development goals, such as the promotion of solidarity initiatives with projects set up through partnerships, donations, the sponsorship of important cultural and social initiatives, and the promotion of the historical, artistic and cultural heritage of Italy and the Group.

The 2022-2025 Business Plan reasserts Intesa Sanpaolo's role as a point of reference for society, with the commitment to assume a leading position at global level in terms of social impact. For this purpose, Intesa Sanpaolo has further strengthened its commitment to supporting initiatives to address social needs, combat inequalities and promote financial, social, educational and cultural inclusion, committing to allocate 1.5 billion euro<sup>(1)</sup> for these purposes in the five-year period 2023-2027.

Finally, the commitment to culture continues through initiatives aimed at making the most of artistic, cultural and historical assets to support art and culture in Italy and abroad and the training of future generations. This includes performing extension work to the venues of the museum complex and expanding the display areas for sharing the Group's works with the community, temporary exhibitions, educational workshops and social inclusion projects, training projects for art and culture professions, partnerships and sponsorships of cultural activities and events.

The projects are promoted in order to respond to the most important needs of communities, taking into account the objectives of the major international and national, public and private institutions that contribute to the determination of social policies. The actions are in collaboration with local entities and institutions and aim to have a positive social impact. In line with the Group's core values, actions are carried out in accordance with the transparency and accountability criteria, and by implementing procedures that aim to avoid any possible conflict of interest.

<sup>(1)</sup> As a cost for the Bank (including structural costs of ~0.5 billion euro related to the ~1,000 people dedicated to supporting initiatives/projects), already taken into account in the 2024-2025 guidance.

## MONETARY CONTRIBUTION TO THE COMMUNITY

Intesa Sanpaolo's commitment to the Community develops in the form of a series of various contributions which in 2023 reached over 101 million euro.

In 2023, monetary contributions were classified based on their reason and broken down as follows:

- 49% consisted of investments in the community; contributions characterised by long-term plans and/or strategic partnerships and/or of sizeable amounts. In 2023, these continue to represent the most important part of the Group's donations, demonstrating the strategic nature of the Bank's activities, geared towards long-term partnerships that can guarantee real benefits and value for the territory;
- 39% consisted of commercial initiatives (sponsorships) with effects on the community, contributing to social causes while promoting Intesa Sanpaolo Group's brand and business;
- the remaining 11% is made up of non-recurring charitable gifts, of an occasional nature and for small amounts, including match giving initiatives (donations from the Bank during fundraising campaigns, combined with the donations from employees or customers).

The main action areas in which monetary contributions were made in 2023 were support for art and culture, amounting to 42.2 million euro (37.1 million euro in 2022), social solidarity for 22.2 million euro (15.2 million euro in 2022), economic development for 13.1 million euro (13.8 million euro in 2022), education and research for 8.5 million euro (the amount disbursed in 2022 was 10.1 million euro), health for 3.3 million euro (3.6 million euro in 2022).

## DONATIONS

Parent Company donations are managed through the Allowance for charitable, social and cultural donations set out in the Articles of Association of Intesa Sanpaolo and entrusted to the Chair of the Board of Directors, who submits biennial Guidelines for the approval of the Board which set out the strategic priorities and theme-based policies, including an annual Plan for allocating resources. The Regulations govern the management of the Fund and define the mechanisms for the selection of projects, following the principle of separation of the initiatives regarding donations from the pursuit of commercial interests. Only requests relating to projects with a clear social impact are assessed and the ability to achieve the objectives stated in the project is assessed through the analysis of the track record. The maximum limit of support for the same project is three consecutive years. The extract from the Regulations [i] and biennial Guidelines [ii] are available on the Group's website. The Group has identified charities as one of the areas of greatest risk in terms of Italian Legislative Decree no. 231/2001. The Fund Regulations and the Group's Anti-Corruption Guidelines have laid down precise precautionary rules, which have been incorporated in the Fund's Process Guidelines and in the digital donation request procedure.

### THE CHARITY ALLOWANCE IN 2023

In 2023, the Charity Allowance of Intesa Sanpaolo spent over 18.9 million euro in support of about 700 projects carried out by non-profit organisations. 90% of the funds were disbursed in Italy. Overall, about 900,000 direct beneficiaries were reached (net of the medical research projects). The target of allocating a large share of resources (>70%) to projects benefiting more vulnerable sections of the population was exceeded by a considerable amount, amounting to 99%.

The 2023-2024 Guidelines, published after engagement with stakeholders from Third Sector entities, highlight the Social Area as a priority. For this reason, most of the available funds were allocated to it (91% of donations made in 2023). Four main lines of action, closely linked to problems exacerbated by the economic, social and healthcare crises of recent years, involving grants of 7 million euro (37% of total donations):

- emergency interventions to combat poverty (only for the year 2023);
- combating educational poverty and the digital divide;
- support for NEETs (Not in Employment, Education or Training) and ELETs (Early Leavers from Education and Training);
- support for women and children who are victims of violence and those who are victims of appalling discrimination.

As part of the first focus, the Allowance guaranteed temporary shelter, programmes for people with a vulnerable housing situation, territorial hubs providing material aid (canteens, solidarity emporia and shops), initiatives to support families to have access to basic goods and services and the payment of rents and bills. All interventions included personalised support towards emerging from poverty.

Projects to combat educational poverty and the digital divide have involved the entire school cycle; special attention has been paid to students who have migrated from other countries, who have special educational needs and who need to bridge the gender gap. At a geographical level, the actions focus on suburban areas and urban zones where there are clear examples of socio-economic marginalisation. The methods used help to improve learning skills, develop soft skills and to meet some of the youngsters' priority needs, involving families and school staff, with a view to strengthening the support from the educational community in the long term.

As regards NEETs and ELETs, there are numerous supported actions for identifying and engaging beneficiaries with the aim of helping them in defining their life path, through renewed careers guidance, training and work tutoring. The projects have made it possible to provide support to young people through actions to safeguard ancient traditions and crafts and through training linked to emerging professional fields.

The last focus is on combating violence and discrimination in all its forms. The beneficiaries of these projects are women victims of violence and their children, agricultural workers suffering exploitation, first or second generation migrants who find it difficult to integrate into their reference community, individuals with physical or cognitive disabilities who struggle to achieve autonomy and people discriminated against because of their sexual orientation.

The Fund supported projects covering other social issues, such as healthcare poverty and the fight against disease, disability, inclusive amateur sport and cultural projects that feature a range of positive social outcomes. A new element in the 23-24 Guidelines is the support for Research in the social field: in 2023 three studies were selected investigating usury, the gangmaster system and early school leavers.

The Chairship of Intesa Sanpaolo also made a part of the Allowance's resources available to contribute towards achieving the objectives of the 2022-2025 Business Plan. At a central level, in addition to the activities included in the first focus of the Guidelines on emergency actions against poverty, a total of 2.4 million euro was spent on the distribution of about 1.5 million meals in a year, or about 4,000 meals per day.

The Allowance also intervened in support of people affected by the floods in Emilia-Romagna and earthquakes in Turkey, Syria and Morocco.

Collaboration with the International Subsidiary Banks Division continued with 11 projects supported with an outlay of over 1.2 million euro (over half of the international donations) in countries within the Division's area of consolidation. In particular, ongoing interventions in Ukraine by Médecins Sans Frontières and Soletierre Strategie di Pace were guaranteed.

The Allowance also continued the fight against poverty in the world with initiatives in countries with a low or medium Human Development Index.

## PARTNERSHIPS WITH A SOCIAL IMPACT IN THE COMMUNITY

With the 2022-2025 Business Plan, Intesa Sanpaolo confirms its attention towards sustainability and inclusion through the development of partnerships with a social impact. The operating model for initiatives in favour of communities is based on new and consolidated networks of relations that give rise to partnerships with organisations, Third Sector entities, companies and institutions, creating fully fledged solidarity ecosystems. It is a series of structured initiatives that are characterised by the widespread nature of the actions, plurality of entities involved, multiannual programming and the ability to respond to needs. It thus asserts its position as an innovative and resilient programme of actions, divided along two lines:

- Combating Poverty, with the contribution to the “Cibo e Riparo per i Bisognosi” Programme for the achievement of 50 million actions throughout the Business Plan by offering meals, beds, medicines and clothing to people in hardship; overall, more than 36.8 million actions were carried out in the 2022-2023 period;
- Social Cohesion and Inclusion that include, among the numerous and various areas of intervention, job placements for people on the margins of society, social re-inclusion of ex-convicts, social and environmental sustainability, female empowerment, the prevention of and recovery from addictions, the regeneration of community assets, the fight against illegality; objectives in line with those of the NRRP (Mission 5 - Cohesion and Inclusion; Mission 6 - Health; Mission 2 - Ecological Transition).

### INTESA SANPAOLO AND THE FIGHT AGAINST POVERTY: “CIBO E RIPARO PER I BISOGNOSI” PROGRAMME

#### MEALS

The long-term partnership with the Fondazione Banco Alimentare continues through: i) the agreement that aims to strengthen and enhance the local networks in their capacity to recover and distribute food products intended for local charities and ii) the agreement for the development of the project called “Ripescato: dal mercato illegale al mercato solidale” (Re-fished: from the illegal market to the solidarity market), aimed at recovering and processing fish seized in Sicily by the Coast Guard for distribution to charities. The partnerships with the following entities also contributed towards achieving the meal targets: i) Fondazione San Patrignano with the project “Prevenire e Sostenere: insieme per restituire un futuro” (Prevent and Support: together to restore a future), that ensures the distribution of meals to people housed in its Community; ii) Dynamo Camp that ensures free meals to children who benefit from the Foundation’s Recreational Therapy; iii) Fondazione di Comunità di Messina to support local initiatives to combat food poverty; iv) City Angels to offer free hospitality and refreshment to homeless people at the Elio Fiorucci reception centre in Milan; v) Associazione VIDAS which offers free daily meals to child patients and their families hosted in the Casa Sollievo Bimbi hospice; vi) Cooperativa Semi di Vita which offers people in need organic food grown on land confiscated from the Mafia; vii) Fondazione Cometa for the realization of the project called “A tavola per Crescere Insieme” (Eating Together to Grow Together) that provides meals and snacks for the children attending after-school activities at the day centre run by the Società Cooperativa Sociale “Il Manto”. The partnership with Caritas Italiana continues through the programme “Aiutare chi Aiuta: un sostegno alle nuove fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities). The 2022-2023 edition of the agreement provided for the development of initiatives throughout Italy to support the Dioceses along two lines of actions: social inclusion of the elderly population and combating youth poverty. These agreements enabled the distribution of approximately 30 million meals in 2022-2023.

#### SHELTER/HOUSING

As part of the projects dedicated to offering shelter, some initiatives coincide with those indicated for the meals objective. In fact, non-profit organisations offer both food and hospitality to people in hardship, also on a temporary basis. The partnerships providing accommodation include those with the following entities: i) Dynamo Camp, for sick children hosted by the Foundation, ii) Fondazione San Patrignano, for the vulnerable people assisted in the facility, iii) Associazione D.i.Re – “Donne in Rete contro la Violenza” (Women in the Network against Violence), that provides hospitality in Shelter Houses for women victims of violence, iv) City Angels which offers free hospitality and refreshment to homeless people in the Elio Fiorucci reception centre in Milan and v) Associazione VIDAS which provides accommodation for child patients and their families in the six mini-apartments inside the Casa Sollievo Bimbi hospice. These agreements ensured that 3.3 million bed places were made available in 2022-2023.

## MEDICINES

The partnership with the Fondazione Banco Farmaceutico also continued with the following projects: i) “Pharma Links: reti solidali contro la povertà sanitaria” (Pharma Links: solidarity networks against health poverty), to develop and enhance new networks for the collection and distribution of medicines in a growing number of cities based on the Banco Farmaceutico action model, ii) BF\_Online, a project in support of the Banco Farmaceutico’s management platform, to optimise the flow of medicines from company donations as part of the “Giornata di Raccolta del Farmaco” (GRF - Medicine Collection Day) and “Recupero Farmaci Validi” (RFV - Recovery of Valid Medicines). The initiative continued with Caritas Italiana “Aiutare chi Aiuta: un sostegno alle nuove fragilità” (Helping the helpers: support in favour of new vulnerabilities) that, in its 2022-2023 edition, assisted with the distribution of healthcare kits to families. Those agreements provided 3.2 million medical prescriptions in 2022-2023.

## CLOTHING AND OTHER BASIC NECESSITIES

This subject area covers all those initiatives that aim to offer items of clothing and other basic goods to guarantee a dignified life to people in situations of hardship. The “Golden Links” project continued for the sixth consecutive year in partnership with Caritas Italiana and some of the Bank’s customer-companies for the recovery and distribution of surplus production. The collection of clothing and basic necessities was also facilitated by the agreements with Caritas Italiana through the programme “Aiutare chi Aiuta: un sostegno alle nuove fragilità” (Helping the helpers: support in favour of new vulnerabilities) in its 2022-2023 edition and also with City Angels. These agreements enabled the distribution of 446,000 items of clothing in 2022-2023.

## INTESA SANPAOLO AND INEQUALITIES: SOCIAL COHESION AND INCLUSION

Social inclusion and territorial cohesion have been at the heart of the most important public policies in recent years and the Bank has also been a major promoter of them by directing its project activities with a view to rebalancing inequalities. On this front, the activity also centres around a structural system of relationships for the joint planning of national or regional actions, in favour of those in a position of disadvantage, struggling to reach that minimum threshold of well-being and dignity that should be everyone’s right.

The Social Cohesion and Inclusion area includes initiatives that impact on important areas of intervention. As regards assistance to the elderly, young people and families, Caritas Italiana has been a leading partner for a long time: its widespread network, distributed throughout Italy, allows us to set up wide-ranging projects that can reach even the most out-of-the-way communities. The partnership produced the desired outcome with the programme “Aiutare chi Aiuta: un sostegno alle nuove fragilità” (Helping the helpers: support in favour of new vulnerabilities). The 2022-2023 edition of the programme provided for the development of initiatives throughout Italy to support the Dioceses along two lines of actions: Social Inclusion of the elderly population and Combating Youth Poverty. The three-year partnership with FOM - Fondazione Oratori Milanese continued its work, thanks to the project “Oratori di periferia” (Suburban Parish Recreation Centres), a social regeneration initiative in the Diocese of Milan aimed at refocusing on communities. Active in 30 parishes in the Milan hinterland, the programme aims to rebuild the social fabric of the peripheral areas involved, redefine a community identity and support families from situations of hardship and educational poverty, with a focus on young people.

There are a number of projects concerning the childhood world that cover many aspects:

- in 2023, the “Programma Educativo Intesa Sanpaolo per Bambini Lungodegenti” (Intesa Sanpaolo’s Educational Programme for children who are long-term patients) continued its work to assist children aged 0-3 years in cancer wards, by offering free nursery schooling run by local cooperatives belonging to the PAN Consortium. The Programme is active in cutting-edge hospitals in Padua, Bologna, Turin, Naples, Monza, Genoa and Bari. At the end of 2023, a nursery school in Trieste was set up at the Burlo Garofalo Oncohaematological facility of the IRCCS (Institute of Scientific Hospitalization and Care). Since the service was launched, over 650 children – all of pre-school age – have attended nursery school in the hospitals taking part in the programme with positive results: scientific research conducted by AIEOP (the Italian Association of Paediatric Haematology and Oncology) has noted considerable psychological and behavioural improvements in the children taking part;
- the partnership with the Comitato Maria Luisa Verga also continued with the research project on Sport Therapy and Psychological Well-being. This project aims to develop treatment and assistance protocols related to the positive effects of physical activity in terms of self-esteem and emotional and psycho-physical adjustment of long-term child patients in the paediatric oncohaematology wards of the San Gerardo Hospital in Monza.
- the programme “QuBi - La ricetta contro la povertà infantile” (As much as you need - The recipe against child poverty) continues, promoted by the Fondazione Cariplo with the support of the Vismara, Invernizzi, Fiera Milano



- and Snam foundations. The first important result was the identification of families with children in conditions of poverty through the joint action of Third Sector networks and public administration. Through the mapping of the city of Milan, 25 districts were identified monitored by 23 local networks, with the involvement of over 400 organisations. To date, about 50,000 beneficiaries have been reached, including 26,500 children. A dental screening programme was activated for children in significant economic and social hardship, where they can also receive a free eye test and, if necessary, the supply of glasses. In addition, the Bank supported the creation of two Food Recovery and Redistribution Hubs, the opening of three Caritas “Empori della Solidarietà” (Solidarity Emporia) and six “Botteghe della Solidarietà” (Solidarity Shops), together with the support provided to the IBVA Solidando Social Market and the Emporio Popolare di Molise Calvaire to double the number of families served.
- The WeBecome Educational Programme, aimed at primary school children to promote their inclusion and to develop positive forms of behaviour, responds to the need to address critical issues emerging in the area of childhood anxiety. WeBecome addresses issues of digital civics, bullying and cyberbullying, diversity, addictions, but also food and nutrition, innovation and development of individual potential. The thematic path “O come Oltremare” (O as in Overseas), recently included in the “Alfabeto per Crescere” (Alphabet for Growing Up), brings children closer to the problems of the oceans and their protection for the future well-being of all the inhabitants of our planet. In the first months of 2023, the thematic path “S come Sguardi” (S like Stare) was completed, which introduced children to combined sustainability as a responsibility we all have towards the social and ecological environment in which we operate. The project involved a total of over 2,350 schools and was proposed as an important support for teaching, reaching over 21,900 views on the platform and 235,400 views on the project’s showcase website.

### INTESA SANPAOLO FOR SOCIAL IMPACT

On 26 October 2023 in Brescia, during the meeting “Nessuno escluso. Crescere insieme in un Paese più equo. L’impegno di Intesa Sanpaolo” (Nobody excluded. Growing together in a fairer country. The commitment of Intesa Sanpaolo), the Bank confirmed its strong commitment towards social sustainability, as outlined in the Business Plan, for a more inclusive and supportive present and future and stated it would allocate 1.5 billion euro<sup>(2)</sup> to initiatives and projects to meet social needs and reduce inequalities in the period 2023-2027.

This additional, strong social commitment with respect to the shareholders, customers and the company as a whole is organised to combat poverty and the population emergency and in support of educational inclusion, of the employability of young people and of Third Sector entities.

To strengthen this action strategy in favour of the country, regions and communities, the Bank has set up a new dedicated organisational unit, directly reporting to the CEO, called “Intesa Sanpaolo per il Sociale” (Intesa Sanpaolo for Social Impact) based in Brescia, with the function of directing and governing social impact activities.

### SOCIAL HOUSING PROJECTS

The social housing action plan that envisages, in the 2022-25 Business Plan, assistance with the construction of at least 6,000 homes and beds in student halls of residence throughout Italy, is an increasingly topical issue given the persisting, highly uncertain and unstable macroeconomic climate that has further accentuated the fragility of a substantial portion of Italian families. In addition, the resumption of face-to-face lectures at university after the Covid pandemic highlighted once again the housing emergency of off-site students.

The initiative that the Group has undertaken is one of the most extensive social housing programmes in Italy and is one of the concrete initiatives for inclusion and reducing inequalities. For this purpose, new partnerships have been launched with Coima and Redo, leading operators in the sector, which have given new impetus to the “MilanoSesto” project, the largest urban regeneration project in Italy, which involves the implementation of programmes for subsidised, unrestricted social construction work, in synergy with the creation of the “Città della Salute e della Ricerca” (City of Health and Research) under the leadership of the Lombardy Region, as well as commercial businesses, offices and an urban park. Within this context, the construction work launched within the “Unione 0” lot is continuing and will allow Coima and Redo to build about 27,000 square metres of subsidised housing.

The Group has also provided significant advisory and financial support to the Coima, Covivio and Prada consortium for the project of the former Porta Romana railway station where the Olympic Village will be built, which will later become one of the largest social housing projects in Europe, with 1,700 subsidised beds.

<sup>(2)</sup> As a cost for the Bank (including structural costs of ~0.5 billion euro related to the ~1,000 people dedicated to supporting initiatives/projects), already taken into account in the 2024-2025 guidance.

## FOSTERING YOUTH EDUCATION AND EMPLOYABILITY

With a view to paying close attention to the world of young people, their training and their integration into the world of work, Intesa Sanpaolo has developed a number of projects.

The Z Lab Program for transversal skills and for career guidance (PCTO) is a constructive example of collaboration between the world of education and banks with more than 4,100 students from 126 schools, engaged in 207 programmes activated in 29 cities all over Italy. In the context of Impact initiatives, Z Lab is the 3-year project that Intesa Sanpaolo has created to develop transversal skills and help provide final-year secondary school students with career guidance. As a host company, Intesa Sanpaolo provides students with digital environments for interactive dynamics, experiential laboratories, project work and digital culture. Students work, assisted by an in-house team of tutors who oversee the workshop activities full time.

The “Futurità” (Futurity) Project is also significant, dedicated to pupils in the third and fourth years of upper secondary school, aimed at facilitating the development of a sustainability culture to support the teaching of civic education, valid as PCTO programmes (formerly school-work experience). The third edition of “Futurità”, held in the 2022/2023 school year, involved over 140 classes and 2,700 pupils.

Intesa Sanpaolo also considers as fundamental relations with all universities, and partnerships with the main Italian ones by providing support for study and research. The partnerships allow a transfer of knowledge and skills from universities to the Group while putting Intesa Sanpaolo’s know-how at the service of the academic community. In addition, this support for research contributes to the creation of new models of technology transfer and connection with the world of enterprise to generate value. Intesa Sanpaolo collaborates with over 60 Italian and international universities (in particular Oxford and Cambridge). In 2023, over 60 new agreements were signed and various partnerships all over Italy continued (Intesa Sanpaolo is a member of 2 of the 8 National Competence Centres - Smact and Bi-Rex - which involve 13 Universities and 2 National Research Institutes, and collaborates in various ways with the other 6 Competence Centres); more than 130 scholarships and research grants were also awarded to young students and researchers.

“Giovani e Lavoro” (Youth and Work) is a programme created in 2019 by the partnership between Intesa Sanpaolo and Generation Italy, a non-profit foundation set up by McKinsey & Company, in order to offer free training courses to 5,000 unemployed young people, aged between 18 and 29 (of which 3,000 in the period of the 2022-2025 Plan). The program aims to facilitate entry into the world of work, offering companies qualified personnel with the aim of enabling at least 75-80% to get permanent employment. The training programs focus on short experience-based training courses (3-14 weeks) within specific professional sectors identified as those most in need within the Italian labour market. The programmes on offer include: sales assistant in the Retail sector; staff for the Hospitality, Food & Beverage sector; operator of computerised numerical control (CNC) machines; Java developer; Salesforce developer; Cybersecurity systems operator and analyst and Data Engineer. During 2023, over 6,300 young people submitted an application (over 37,800 since 2019). Over 2,000 students were interviewed and over 920 students were trained/in training in 37 courses (about 8,900 students interviewed and about 3,900 students trained/in training since 2019). Since the start of the programme about 2,400 companies have been involved.

Another important project is the “Generation4Universities” project, developed by Generation Italy and McKinsey & Company in order to help talented students in their last year of university to embark on successful professional careers. The programme, whose activities ended in July, involved 94 students (taken from 300 applications received) coming from 36 universities and 22 important Italian companies as potential employers. At the end of the course, the candidates had the opportunity of having at least one interview with partner companies in the programme (Intesa Sanpaolo also reserved 2 internship positions). As of 31 December 2023, about 50 internships had already been activated.

Set up in 2022, “School4Life” is a two-year project developed in collaboration with the ELIS Consortium. It includes an educational guidance programme aimed at young people at risk of leaving school early and initiatives to support families and teachers. It involves about 15,000 students throughout Italy, with a particular focus on the regions where the phenomenon is most widespread. Intesa Sanpaolo chose to provide its training proposal to about 850 students from 14 middle schools using the company’s expertise in the field of financial education, entrepreneurship and careers advice. In the second edition of the project launched in the 2023-24 school year, Intesa Sanpaolo will make its training proposal known to over 500 students from 8 secondary schools.

Intesa Sanpaolo also offers its support to students involved in their degree or PhD thesis with the “Tesi in Azienda” (Thesis in Company) project. Depending on the type of written work, the Bank helps graduating students in the most appropriate way through the initiative. This means targeted reporting of useful sources and materials and specialist support from business professionals. The project, which further strengthens the Bank’s commitment to support study and inclusion, involved around 230 students in 2023.

In 2022, the NEET Project was also launched to promote the inclusion into the world of work of young people experiencing social, economic and family hardship. In this way, the Bank contributes to improving the employability of young people by preparing them for professional life, with particular attention to areas covering the subject of well-being and personal care. The project is run in collaboration with Dynamo Academy, which provides its experience in the field of young people, training, care and well-being, through designing and running specific training courses. The chosen area of training was that of Socio-educational activities coordinator, aimed at training professionals capable of designing and running socio-educational, recreational and cultural activities for the development of relationships and inclusion. At the end of the year 2023, the programme saw the start of 8 classes in Tuscany, Campania and Lazio that involved a total of 112 people.

In terms of partnerships with Italian universities, Intesa Sanpaolo collaborates in the P-Tech initiative of Fondazione IBM to combat students early school leaving. The project is active in the provinces of Taranto and Rieti with the support of the Polytechnic of Bari and the La Sapienza University. It is a programme that engages pupils in the third year of secondary school and continues until they graduate in digital subjects, accompanying them through 6 years of highly specialised training consisting of seminars and theme-based workshops, as well as afternoon lessons providing insights on how to address the new world of work. As part of the initiative, in 2023 Intesa Sanpaolo delivered 3 webinars, illustrated the activities of the banks in the (online) workshop at the close of the school year on careers guidance and held several one-to-one mentoring meetings with the participants.

## ONGOING COMMITMENT TO CULTURE

“Progetto Cultura” is the long-term programme of initiatives through which Intesa Sanpaolo expresses its own direct and tangible commitment to promoting art and culture. The activities are conceived and implemented in dialogue with public and private, national and international organisations and institutions.

One of the main components of the Project is Gallerie d'Italia which, with its 4 venues in Milan, Naples, Turin and Vicenza, is the museum hub of Intesa Sanpaolo. The museums house the owned art collections, temporary exhibitions and initiatives of social and cultural importance. In particular, in 2023:

- the Gallerie welcomed about 680,000 visitors, with free admission for those up to 18 years of age;
- 11 temporary exhibition projects were inaugurated, including historical-artistic exhibitions (such as “Moroni 1521-1580” in Milan, under the High Patronage of the President of the Republic as part of the Bergamo-Brescia Italian Capital of Culture, “Rebell e la luce del Golfo” in Naples, “Le trecce di Faustina” in Vicenza on the relationship between women and power) and photographic projects in Turin deriving from Bank commissions to enhance in-depth knowledge on ESG themes (“JR Déplacées” on large migrations and social fragilities, Luca Locatelli. “The Circle” dedicated to the circular economy, “Cronache d’acqua sul cambiamento climatico” - Water chronicles on climate change with a focus on Italy) accompanied by numerous side activities to reflect on social and environmental sustainability;
- the relationship with the world of schools and the theme of inclusion were confirmed as central in the scheduling of the Gallerie d'Italia, which offered about 3,670 free educational workshops involving over 83,000 local school students and around 520 free courses involving approximately 6,620 people with disabilities and in vulnerable situations; these initiatives included the project with the police headquarters of Naples to mark the International Day for the Elimination of Violence Against Women;
- the “Art & People” initiatives were organised, designed with other facilities of the Bank and aimed in particular at the people of the Group, which enhance the historical-artistic collections and museums that the Bank owns to promote inclusion and a culture open to diversity;
- the opening of the Anthill bar and the Scatto and Toledo177 restaurants at the Gallerie in Naples and Turin - in the hands of talented young chefs - provides a response to the idea of mixing the Arts and supporting Italian creativity.

This approach of Gallerie d'Italia is in line with the ICOM's definition of a museum, which emphasises the fundamental social role of museums in fostering accessibility, inclusiveness, diversity, sustainability, and community participation.

“Progetto Cultura” manages the Bank's art assets and archive collections. The art collections have about 35,000 works from archaeological to contemporary exhibits. These assets constantly undergo programmes for their conservation, restoration, study and sharing. The value enhancement initiatives in 2023 include the loan of 363 works for 73 exhibitions in Italy and abroad, the free lending of 52 assets and the projects dedicated to identity-based value collectors for the communities, carried out in cooperation with local institutions (from Pistoia, with Fondazione Caripri, to Arezzo, with Fondazione Bruschi). The Historical Archive, one of the first and most important bank archives in Europe, manages 20 kilometres of documents dating from 1380 to the early 2000s. In 2023, work continued on the traditional, hybrid and native digital archives related to their conservation, restoration, digitisation, cataloguing and opening to the public, also through the most advanced technologies available (including the innovative LOD format), as regards the Bank Archive and the Publifoto Archive.

With respect to safeguarding the nation's artistic heritage, since 1989 Intesa Sanpaolo has been taking care of the "Restituzioni" restoration programme in synergy with the Italian Ministry of Culture. The organisation of the twentieth edition continued in 2023, involving 115 works from all Italian regions, 50 protection entities and 57 restoration laboratories.

As part of the impact on the cultural and social context of the country:

- "Progetto Cultura" has built solid relationships over the years with Italian institutions and museums to support their activities and to jointly produce various initiatives: from being the main partner of the Bergamo-Brescia Italian Capital of Culture 2023, to the contribution to the exhibition of Palazzo del Quirinale in Rome dedicated to the bronzes of San Casciano, with the Ministry of Culture's General Directorate for Museums; from cultural, social and training projects shared with banking foundations (Compagnia di San Paolo, Cariplo, Cariparo, CR Firenze, CR Cuneo, CR Forlì), to the support for the Miart and Artissima modern and contemporary art fairs held in Milan and Turin, respectively, and for the International Book Fair in Turin; from partnerships with important Italian museums (including the Pinacoteca di Brera in Milan, Palazzo Strozzi in Florence, Museo Archeologico Nazionale in Naples), to the support for restoration and redevelopment projects in Art Bonus mode (from the Museo Egizio in Turin to the new Gamec museum in Bergamo);
- Progetto Cultura provides expressive and training opportunities for young people in the professions related to art and culture. As part of the Gallerie d'Italia Academy's higher education courses, the third edition was held in 2023 of the course on the management of artistic-cultural assets and corporate collections (30 students, 8 scholarships) and the first edition of the course called "Napoli-Firenze. L'arte di fare mostre" (Naples-Florence. The art of making exhibitions) with 24 students. The long-term Euploos project continued for the creation of the digital catalogue of drawings kept in the Gabinetto dei Disegni e delle stampe (Hall of Drawings and prints) in the Uffizi Galleries and a number of joint projects with universities and schools in the city of Turin were launched in the field of design, image and visual and narrative communication (IEED, IAD and Scuola Holden);
- in the publishing sector, 12 publications were realised in 2023 by Gallerie d'Italia-Skira dedicated to exhibitions, restoration work and music. The commitment towards the dissemination of musical culture continued with support for musical events (such as the Milan Music Festival), and for training projects dedicated to young people (such as the "Esperienza Orchestra con Filarmonica Teatro Regio di Torino") and those with a special focus on young people in vulnerable situations (projects with the Associazione Scarlatti di Napoli);
- Progetto Cultura continued its commitment to producing original content on the web and social media channels of Gallerie d'Italia and the Group, with the aim of engaging increasingly broad and diverse target audiences.

## INSTITUTIONAL INITIATIVES IN SUPPORT OF THE COMMUNITY

Intesa Sanpaolo also strives to respect its own ethical, cultural and social values in its partnership and sponsorship initiatives, by selecting projects capable of conveying messages in line with the image and reputation of the Bank and Group, not only in economic terms but also in civil, cultural and social terms. Relations between Intesa Sanpaolo and the reference communities are in fact developed through activities supporting culture, art, research and innovation to foster new economic and social development opportunities, with programmes geared to solidarity and inclusion and the enhancement of the value of sport; promotion of sustainability as a value that qualifies businesses and enhances customer loyalty.

Again in 2023, community support initiatives featured an enormous deployment of skills, resources and actions in support of families, businesses, entities and institutions. The main areas of intervention concerned culture, environment and sustainability, dialogue with the production fabric, social inclusion, sport and health promotion.

In 2023, Intesa Sanpaolo, in partnership with the Fondazione Cariplo, Fondazione Raffaele Mattioli and Fondazione Corriere della Sera, dedicated two days of study to the 200th anniversary of the Cassa di Risparmio delle Provincie Lombarde (12 June 1823) and to the 50th anniversary of the death of Raffaele Mattioli (27 July 1973), to get a deeper understanding of the role played by the Fondazione Cariplo in the economic development and dissemination of a savings culture not only in Lombardy, and the figure of a banker, intellectual and protagonist of the history of Italy at the turn of the 20th century.

The two events took place under the High Patronage of the President of the Republic and hosted papers from scholars and academics, as well as an important contribution to the research conducted by the Intesa Sanpaolo Historical Archive.

As part of the activities to promote culture, in 2023 numerous important initiatives were organised through partnerships with leading bodies and institutions, in particular to bring younger generations closer to opera, music, art and culture. These include:

- partnerships with important Italian theatres, such as Teatro alla Scala, Turin's Teatro Regio, Teatro del Maggio

- Musicale Fiorentino, Teatro La Fenice in Venice, Teatro di San Carlo in Naples, Teatro Comunale in Vicenza, Teatro Comunale in Bologna, Piccolo Teatro, Teatro Franco Parenti, Teatro Piemonte Europa, Teatro Grande in Brescia, Teatro Donizetti in Bergamo, Teatro Frascini in Pavia, the Teatro alla Scala Academy in Milan, the Training academy for opera singers at the Teatro Carlo Felice in Genoa and the season at the Teatro Comunale in Benevento. Together with the Teatro Stabile del Veneto, the Bank worked on the “Goldoni 400” project by supporting the “Teatro Viaggiante” (Travelling Theatre) in the Veneto region in the summer period;
- the “La Scala UNDER30” project, in collaboration with the Teatro alla Scala aiming to get younger generations interested in opera and classical ballet;
  - “Maggio Manzoniano in Duomo” (Manzoni May in the Cathedral): theatrical readings from “I promessi Sposi” on the main altar of the Cathedral curated by the director Finazzer Flory;
  - as regards exhibitions: the exhibition project “Il Pugile e la Vittoria” (The Boxer and the Victory) promoted by the Fondazione Brescia Musei and the Museo Nazionale Romano; the exhibition “Sutri. Triste, solitario y final” (Sutri. Sad, solitary and final) at the Palazzo Doebbing in Sutri; “Antonio Canova e il neoclassicismo” (Antonio Canova and Neoclassicism) in Lucca; the exhibition projects of the Fondazione Cariparo such as “Renoir. L'alba di un nuovo classicismo” (Renoir. The dawn of a new classicism) and the photographic exhibition dedicated to Tina Modotti at the Palazzo Roverella in Rovigo; the travelling exhibitions on Carlo Alberto Dalla Chiesa and on Rosario Livatino; the exhibition “Altan, Cipputi e la Pimpa” promoted by Pistoia Musei, the institutional support for the MEIS - (Museo dell'Ebraismo Italiano e della Shoah) in Ferrara and lastly the video mapping project “Città fantastica. Favole d'inverno” (Fantastic city. Winter fairy tales) that illuminates Piazza San Carlo between December and January;
  - the main music, dance and show festivals: the MITO SettembreMusica International Music Festival, Piano City Milano, Festival dei Due Mondi in Spoleto, Rossini Opera Festival, TorinoDanza, Torino Jazz Festival, Festival Pianistico Internazionale in Brescia and Bergamo, Trame Sonore and JazzMi;
  - a series of concerts with the Associazione Cameristi Scaligeri, held at the Duomo of Milan and one in Domodossola, with free entrance to the general public;
  - the sponsorship of the Mahler Festival, promoted by the Milan Symphony Orchestra, with the performance of the Symphony of a Thousand in the Duomo of Milan;
  - the collaboration with Roberto Bolle, for the realisation of “On Dance” in Milan, with live shows, meetings, dance evenings, open classes and free workshops accessible to all;
  - support for projects to celebrate important cultural anniversaries, such as the twentieth anniversary of the death of Giorgio Gaber and the centenary of the birth of Giovanni Testori;
  - support for cultural festivals such as Festivaletteratura in Mantua, Festival Gita al Faro, BookCity, La Milaneseana, Capalbio Libri, the Benedetto Croce Literary Prize, the Gamberini Prize and the Campiello Prize;
  - support for the Confindustria project “Immaginando il futuro. Leonardo Da Vinci: l'anima del genio italiano” (Imagining the future. Leonardo Da Vinci: the soul of Italian genius), which took a selection of original drawings from Leonardo da Vinci's Codex Atlanticus to the United States for the first time, exhibited from 20 June to 20 August 2023 at the Central Public Library in Washington DC. As part of the long-standing partnership between Intesa Sanpaolo and LIMES, some important meetings on geopolitics were held and, with the Fondazione Treccani Cultura, the “Festival della Lingua Italiana” (Italian Language Festival);
  - collaboration with the Centro d'Arte Contemporanea Luigi Pecci in Prato and with the Fondazione Querini Stampalia in Venice;
  - support for the “Alleanza per la Cultura” (Cultural Alliance) project of the Fondazione Brescia Musei;
  - collaboration with the twentieth edition of the “BergamoScienza” science awareness festival;
  - support for the sixteenth edition of “Molte Fedi Sotto lo Stesso Cielo” (Many Faiths Under the Same Sky), a cultural review on intercultural and interreligious sharing of views and ideas;
  - support for film festivals such as the Torino Film Festival, Bergamo Film Meeting, Trevignano Film Fest, Orvinio Cinema and the Capalbio Film Festival;
  - support for the film “Tell It Like A Woman” presented at the United Nations, on the theme of women's emancipation, which recounts the courage and hardships in the women's universe.

## HOW THE CONSTITUTION WAS BORN

On the 75th anniversary of the entry into force of the Italian Constitution, of particular importance was the Group's support for the project called “Come nasce la Costituzione” (How the Constitution was Born), which saw the re-digitalisation and full publication of the Acts of the Constituent Assembly, the minutes of the proceedings of the Committee of 75 and the three Sub-committees, now made available in digital format accessible to all. With the support of Intesa Sanpaolo, a dedicated portal was created that will allow those interested to browse the sessions, perform searches by keywords and by article of the Constitution, as well as download documents in Word and pdf format to be used for consultation, cultural and educational purposes.

Important events also concerned environmental sustainability:

- partnership with the FAI (the Italian Environmental Fund) for the eleventh edition of “I Luoghi del Cuore” (Places of the Heart), the project that gathers reports from the public about places of historic, artistic and landscape interest, worthy of restoration work; the initiative, which since 2003 has collected 10 million votes in favour of over 39,000 places in more than 6,500 municipalities, saw Intesa Sanpaolo support 162 restoration, requalification and improvement projects in 20 regions, triggering a series of virtuous actions in the areas involved;
- membership of the Venice Gardens Foundation for the project of recovery and restoration of the Gardens at the Convent of the Redeemer on the island of Giudecca in Venice;
- partnership with the Festival dell’Economia in Trento dedicated to the theme of “Il Futuro del Futuro. Le sfide di un mondo nuovo” (The Future of the Future. The challenges of a new world) and with the “Festival Internazionale dell’Economia” in Turin on merit, diversity and social justice dedicated to the theme “Ripensare la Globalizzazione” (Rethinking Globalization);
- the renewed support for the Sustainable Economy Forum promoted by the Fondazione San Patrignano Foundation and Confindustria, to encourage reflections on the central issues of the international agenda based on sustainability;
- the partnership with Vittorio Brumotti continues, for initiatives to promote sustainable mobility;
- renewed support for the One Ocean Foundation whose purpose is safeguarding the oceans;
- the Sharing Energy Project, to combat energy poverty, for the creation of Solidarity Renewable Energy Communities (RECS) promoted by Third Sector Entities. A major experiment in Naples with the Fondazione di Comunità San Gennaro has been going on for three years. The project envisages the construction of RECS in the Sanità district and in suburbs of the city with the distribution to vulnerable people of energy produced free of charge or at a subsidised rate;
- with a view to a form of planning that combines environmental sustainability and solidarity, the project “Donare per non sprecare” (Donate so as not to waste) was established. Thanks to the initiative, the Bank makes some of its assets -usable but unused furniture and computers - available on an ongoing basis to Third Sector entities to make their organisation more efficient or to provide support for the people they assist. In 2023, the project distributed 1,676 IT assets to 112 beneficiary entities and 1,576 pieces of furniture to 48 beneficiary entities;
- “Immobili che si muovono per il bene” (Properties that move for the good) is an initiative whereby the Bank offers its properties to non-profit organisations under contracts with favourable terms so as to set up projects with a strong social impact.

In terms of social inclusion, Intesa Sanpaolo supports research with the aim of promoting new opportunities for economic and social development through partnerships with leading institutions, including the following main initiatives:

- the #Tuttomeritomio Project, promoted by Fondazione CR Firenze and Intesa Sanpaolo with the University of Florence, the Regional Education Department and the Fondazione Golinelli with the aim of promoting the merit of students in socially and economically disadvantaged situations. As part of the fifth call for applications, 103 young girls and boys were selected who joined the 500 young people already engaged in the programme;
- support for “42Firenze”, a free, innovative and inclusive programming school launched by the Fondazione CR Firenze in partnership with the Luiss Guido Carli University based on peer-to-peer teaching and designed to develop technical and relational skills that effectively meet the expectations of the labour market;
- the contribution to the “Biennale Democrazia” that dedicated its 2023 edition to the theme “Ai Confini della Libertà” (On the Boundaries of Freedom): the complex relationship between freedom and democracy, inside and outside the borders of our society;
- Alumni convention, promoted by the Politecnico di Torino, dedicated to the theme of Artificial Intelligence;
- collaboration with the direct and disintermediated aid initiatives carried out by Coldiretti in favour of the most needy sections of the population, through the donation of meals and coupons;
- collaboration and support for the “Futuro prossimo” (Near future) project, promoted by the Fondazione Leonardo - Civiltà delle Macchine, which aims to identify the characteristics of the future with a view to providing the younger generations and their families with material to guide their study and professional choices;
- the “Giorno della Memoria” (Holocaust Remembrance Day) Concert, an annual event organised by the Conservatorio Giuseppe Verdi of Milan in partnership with the Associazione Figli della Shoah, the Jewish Community, the Fondazione Memoriale della Shoah and the Fondazione CDEC;
- the “Metamorfosi” (Metamorphosis) project - promoted by the Fondazione Casa dello Spirito e delle Arti, in collaboration with the Italian Excise, Customs and Monopolies Agency and the Prison Administration Department involves the creation of musical instruments and religious objects with wood obtained from boats used by migrants, worked by inmates of some Italian prisons with the help of expert luthiers;
- support for the itinerant exhibition of the Genesis Project art collection. “Arte e diritti umani” (Art and human rights), for a more responsible and socially active citizenship;

- support for the project called “(ri) Abilita” (re-Qualify), developed by the “Semi di vita” social cooperative in Bari, which involves about 20 young people subjected to criminal law measures, giving them the opportunity to work in social agriculture on land in the Municipality of Valenzano, confiscated from the mafia;
- activity in support of the “Premio Costruiamo il Futuro” (Let’s Build the Future Award), an initiative that aims to support the large number of small Third-Sector entities in Lombardy, engaged on a daily basis in the inclusion and education of adolescents through sport and social activities. The “Premio Costruiamo il Futuro” in its 20 years of activity has supported more than 1,000 Third Sector associations and entities.
- support to the Fondazione Rava N.P.H. Italia Onlus for the evening organised at the Teatro alla Scala in Milan as a fundraising event for the NPH Saint Damien children’s hospital in Haiti;
- membership of the Fondazione Severino which pursues civic, solidarity and socially useful purposes. In particular, the Foundation aims to protect the civil rights of the person and respect for their dignity, with actions aimed at combating inequalities, guaranteeing the right of defence in court to disadvantaged individuals, in particular with the prison world;
- membership of the “Fondazione Tender To Nave”, which combats all forms of prejudice regarding disabilities and social hardship, alongside people who, on account of such prejudices, risk ending up on the margins of communities;
- the “META INSIEME” (Score a Try Together) project is targeted at inmates of juvenile prisons and aims to offer them opportunities for renewal and training through sport to generate social inclusion. The initiative began at the Fornelli Criminal Institute for Minors in Bari where a sports summer camp was held with the participation of about 30 young inmates; one of the young people who did particularly well was given the chance, thanks to the Bank, to take part in a training course to obtain the first-level rugby coach’s qualification certified by the Italian Rugby Federation;
- collaboration with the Associazione Beso de Alma for the project “Maneggiare con Cura - di CUORE IN CUORE” (Handle with care - FROM HEART TO HEART) targeting elderly people who are engaged in looking after horses. The aim of the project is to combat people’s loneliness through caring for and creating relationships with ponies and horses within their natural environment;
- collaboration with the “Il Cavallino” Equestrian Centre is a project aimed at young people in difficulty in order to 1) promote inclusion in the world of work of the weakest sections of society, including, in particular, the marginalised, the long-term unemployed, asylum seekers and prisoners and to 2) facilitate job placements and employment for such individuals through traineeships towards becoming a professional groom, i.e. a person responsible for cleaning and looking after horses and their environment;
- the partnership with the Fondazione Ospedale Niguarda for 2023 aimed to support the setting up – within the hospital – of an outpatient clinic for consultations and care for women with psychological and emotional fragility which emerged during pregnancy and after childbirth.

## WOMEN’S EMPOWERMENT

Poverty in Italy shows that there are still too many inequalities that affect the population, but the numbers also confirm that it is women who pay the highest price: about 2.3 million live in poverty (more numerous - in absolute terms - than children, young people and the elderly).

The situation is even more critical for those women who have survived male violence and then suffer the exponentially increasing difficulties in achieving independence, including financial independence. Intesa Sanpaolo’s commitment in 2023 was aimed at gender equality and enhancing the value of female talent:

- About Women, a series of dialogues on the role of women in society and work as part of the Venice Film Festival, on topics concerning the salary gap and gender discrimination in the professional field;
- Global Inclusion, for inclusion in companies as a competitive lever for the development of organisations;
- Inspiring Girls, the project promoted by Valore D, an association founded in 2009 and that for over ten years has been committed to gender balance and an inclusive culture in organisations;
- Women Value Company, promoted by the Bank together with the Fondazione Marisa Bellisario, a prize awarded to SMEs that have won acclaim for implementing gender equality policies. The award is made during the annual celebration of the Marisa Bellisario Prize, which reached its XXXV edition in 2023;
- the project with the “Associazione Di.Re - Donne in Rete contro la Violenza” - set up to offer refuge and shelter to women victims of violence.

For further in-depth information, see page 205.

Intesa Sanpaolo also offers its support to various kinds of sporting events, with the desire to promote fundamental values for the growth of the new generations: healthy competitiveness, respect for the rules, dynamism, fair play, overcoming one's own limits, all founding principles of civil society in common with the best business culture. The main initiatives in this area include:

- support as Host Partner at the Nitto ATP Finals 2021-2025 with the Bank playing a leading role for the third year on an occasion providing outstanding visibility for the city of Turin and the country. Intesa Sanpaolo also supported the Piemonte Open as the Title Sponsor; this new 175 challenger tournament and the Trofeo della Mole, an international wheelchair tennis tournament, were both hosted at the Circolo Sporting – La Stampa;
- support for Friends for Health Onlus and various excellent healthcare facilities in Italy (in particular, the Fondazione Policlinico Universitario A. Gemelli, the Istituto di Candiolo – IRCCS and the medical team at the University Hospital, Città della Salute e della Scienza di Torino) for the realisation of Tennis & Friends, an event that unites health, sport, entertainment and solidarity to foster a culture of disease prevention and the promotion of good health. Tennis & Friends offers all participants the chance to have a free check-up, raising awareness among an ever-increasing public. Again in 2023, in addition to the “historic” event in Rome, support was also given to the third edition in Turin, designated as official charity of the Nitto ATP Finals;
- partnership with “CORRI LA VITA” (LIFE RUN), a sporting event created to help women affected by breast cancer and to finance projects involving prevention, early diagnosis and treatment of this disease;
- the WEmbrace Project, conceived by the Art4sport association for children and young people who wear limb prostheses, which promotes the practice of Paralympic sports, raising awareness on the theme of diversity;
- support for the equestrian association A.R.E.D.A., affiliated to F.I.S.E. (Italian Equestrian Sports Federation), for the use of horses in rehabilitation therapy for patients with psychological disabilities at the “San Raffaele” rehabilitation unit in Viterbo;
- the inclusive project “Anche a Leo piace giallo” (Even Leo likes yellow), promoted by the NoisyVision association, thanks to which a group of visually impaired, blind and normally sighted young people walked the Leonardo Trail, from Lecco to the Duomo of Milan and to the Gallerie d'Italia where they experienced an inclusive Art itinerary.

The institutional initiatives in support of communities, also included in 2023 the approval for significant economic support (in 2023 and 2024) for three healthcare projects concerning the purchase of high-precision equipment for three hospitals in Cuneo and its province. More specifically this involved the setting up of new nephrology points at the Mondovì hospital in the CN1 local health authority, the purchase of a spectral CT scan for the Michele and Pietro Ferrero hospital in Verduno for the CN2 local health authority and the provision of a new PET/CT scan for the Santa Croce and Carle hospital in Cuneo.

## MEDIA AND ASSOCIATIONS RELATIONS

In 2023 the Media and Associations Relations continued its activity of disseminating and improving knowledge about the Group's projects and also consolidating the Bank's reputation through the management of relations with the media, and the preparation of content for the website and its social-media channels. Its operations took place ensuring the credibility of all news flows to the media: newspapers, radio, television and web, covering economic, general and specialist information, with distribution at local, national and international levels. The unit also managed institutional relations with ABI and, at a national level, with other industry and trade associations and their think tanks which the Bank belongs to, promoting and directing its relations.

In 2023, over 17 thousand articles were published about Intesa Sanpaolo, with a constant positive sentiment and a clear pre-eminence over its competitors (Eikon analysis). An IPSOS survey, based on the opinions in interviews with 75 journalists, confirmed that the press office service offered by Intesa Sanpaolo was again in 2023 at the top of Italian companies for clarity of communication strategy, preparation, speed and willingness to respond. According to a Doxa survey, Intesa Sanpaolo was confirmed in 2023 as having a clearly positive reputational rating from media feedback.

In 2023, the media relations management focused on business communication and the Group's digital transformation process, as well as ESG and cultural initiatives.

The main communication activities for the Banca dei Territori included events and press conferences in support of initiatives dedicated to businesses and the retail world, starting with the presentation of Isybank, and those related to digital transition and support for families, also by the Impact Division, through press releases and interviews. In addition to this, there was also the support for the launch of “Think Forestry”.



Several activities of the IMI Corporate & Investment Banking Division with considerable media coverage, in addition to the organisation of the event dedicated to Italian companies in Paris. The commitment of the International Subsidiary Banks Division to the internationalisation of companies and consolidation in Romania was also highlighted in the media, in addition to the activities promoted by the Governance Areas. The Research Department and SRM confirmed their uniqueness as an independent point of reference for Italian and international media. Lastly, Neva SGR strengthened its presence in the national, local and industry press for its support for innovation.

The many initiatives in the Wealth Management sector - promoted in the press in Italy and abroad – include: new services dedicated to customers, the monthly outlooks by Eurizon, investment products attentive to ESG issues and an institutional event in Spain with the top management of the Asset Management Division. As regards the Private Division, a launching event for the Direct Advisory was held in addition to the development of the networks of financial advisors and private bankers.

With respect to particularly important, institutional, social and cultural activities, significant visibility was given to the commitment to social issues during the “Nessuno Escluso” (Nobody excluded) event: more than 60 journalists took an active part and about 800 items were published in the press, on TV and Radio and the web with a potential audience of 18 million people (source Doxa). During the year, activities focused on raising the awareness through the media of Intesa Sanpaolo’s role in the renewal of the labour agreement (CCNL), in addition to reporting on its innovations in working methods. The importance of the Museum of Savings in providing Financial Education was also highlighted in the media in 2023. In the cultural field, the initiatives by the Bank’s museums received considerable coverage.

As regards the international media - given the complex geopolitical situation - the activity was calibrated from time to time with the precise aim of maintaining the excellent reputation that Intesa Sanpaolo and the CEO Carlo Messina also enjoy abroad. During the year, efforts also focused on the dissemination of important initiatives to the international business and finance media, including the technological evolution towards a core banking infrastructure based on cloud technology, the launch of innovative digital banking solutions and the commitment to social impact and sustainability. At the same time, the investor community was also reached through selected international financial media, with a particular focus on financial performance and the implementation of the Business Plan, in addition to the various awards received both nationally and internationally.

In the Newsroom section on the website, over 540 News items were published and optimised for improved indexing in the search engines. During 2023, the Twitter profile (@IntesaSanpaolo) reached about 18,000 subscribers, with over 1,700 tweets posted. The structure also introduced new newsletters to talk about the world of Intesa Sanpaolo to journalists and for sharing on social channels.

Press conferences, press releases, interviews, news items, posts and other communication initiatives typical of the journalistic profession: over 5,900 Media-relation operations in 2023.

Within the framework of institutional relations with ABI, 39 consultation procedures activated by national and European regulators were followed. The structure participated in the establishment of the new Interbank Working Group of the “Pillar 3 ESG” Association aimed at analysing the EBA’s Pillar 3 ESG reporting; it signed up to the ABI initiative “Diversità e inclusione nella finanza 2023” (Diversity and inclusion in finance 2023) and is a Bank Supporter of the related Observatory. The Group also signed up to two important initiatives promoted by ABI: the Memorandum of Understanding signed with the Presidency of the Council of Ministers for the promotion of the “European Disability Charter” and the Memorandum of Understanding signed with the Ministry for the Family, Birth Rate and Equal Opportunities for the prevention and combating of violence against women and domestic violence. Lastly, the structure worked with ABI on the “ESG in banking” event on ESG criteria in the financial sector.

The structure contributed to the realization of the XVI Cotec Europe Symposium and promoted research and initiatives on issues such as collective solidarity (with Censis), business competitiveness (with the Fondazione Symbola), technological innovation (with DigithON) and civil justice (with Italiadecide). It also took care of the relationship with the local and sectoral associations of the Confindustria system and other national level trade associations.