



UBI BANCA AND ITALIAONLINE: AGREEMENT TO SUPPORT DIGITALISATION FOR ITALIAN SMEs

The Bank, in collaboration with this internet company, proposes partnering with artisans, merchants, professionals and SMEs to assist them with digitalisation in their activities and to help them grow their businesses even on the global market thanks to the opportunities offered by the digital world.

Milan, 27th March 2019 – UBI Banca, a major commercial bank in the country and Italiaonline, the largest internet company in Italy, with its well-known brands that include Libero, Virgilio, Pagine Gialle and Pagine Bianche, have formed an alliance to support firms in their efforts to meet the ever increasing new challenges posed by digitalisation.

UBI Banca and online services for businesses

UBI Banca offers a diverse range of services to support SMEs with digitalisation. It includes specially designed loans to facilitate digitalisation processes and assist with personnel training. One example is PrestiShop, an innovative loan, repayable either fully on maturity, or little-by-little and even with payments received on POS terminals.

In the insurance field UBI bank offers its **BluImpresa Multirischi Policy** which provides “Full Digital” assistance in the event of problems with printers, computers, smartphones and tablets.

The **Qui UBI Affari** and **Digital Banking Imprese** internet banking solutions are specially designed to manage the following operations completely autonomously, remotely and 24-hours round clock: applications for advances on invoices, SEPA and Ri.Ba credit transfers, purchase and sale of securities on financial markets, accounts held with all Italian banks that are members of Corporate Banking Interbancario.

Businesses also have the chance, thanks to “**Virtual POS**” terminals, to receive payments safely via internet thereby avoiding cash-on-delivery payments.

Italiaonline services

As part of the partnership, Italiaonline, the leader in digital marketing solutions for SMEs, offers a series of services to make firms easy to find on the internet (iOL Connect), to make an attractive presentation with professional websites (iOL Website), to receive traffic and contacts with digital advertising campaigns (iOL Audience) and, on request from clients, to implement tailor-made digital communication and marketing projects.

For UBI Banca clients, Italiaonline also provides 14 hours of online courses on digital marketing, free of charge, provided by IAB Italia, when a contract is signed.



“UBI Banca’s commitment to supporting small and medium-sized enterprises takes concrete form in the way we enable firms in the areas in which we operate to meet the challenges and grasp the opportunities offered by the digital world”, said **Nataschia Noveri, Marketing Manager at UBI Banca**. “This partnership enables us to accompany our normal banking products with a series of Italiaonline solutions. The aim is to assist both those firms who have not yet taken advantage of the opportunities typically offered by digitalisation and those who have already taken their first steps and wish to consolidate their presence and their product range in the digital ecosystem. They will have the chance to use new channels both to advertise their products and services and also to create direct sales with new customers potentially throughout the world”.

“As the leading Group of companies in the Italian digital sector we feel that it is our primary task to support national companies in their efforts to go digital. It is an essential step that must be taken to remain on the market today and to exploit its opportunities to the full,” said **Michelangelo Tursi, Sales Effectiveness Director at Italiaonline**. “For years now we have built and encouraged the online presence of thousands of firms and we give SMEs the opportunity to access products and services which in the past were reserved to only the largest companies. Thanks to the support of our partner UBI Banca, today these opportunities are even closer and easier to grasp, enabling digitalisation in small and medium sized enterprises in Italy to fast become a concrete reality.”

UBI Banca

UBI Banca is a leading commercial bank in Italy, with a market share of 7%, 1,838 branches throughout the country, located mainly in its wealthiest regions, and over 21,400 employees. In 2013 UBI Banca was awarded a prize for innovation in banking services in the “Charitable bank” category by the Italian Banking Association and the National Prize for Innovation awarded by the President of the Republic. **In 2015 UBI Banca received the Italian Banking Association prize for innovation in banking services in the category “Innovate for the family and young people”**. In 2016 UBI Banca’s Easy City received a prize at the 2016 MF Innovation Awards. The banking Group received recognition in the non-financial, digital and other services category thanks to this service which reinvents how we shop with a smartphone.

ITALIAONLINE

Italiaonline – a company listed on the MTA market by Borsa Italiana – is the number one Italian internet company, with €4.8 million unique users* who daily surf on its web properties (of which €3.2 million using smartphones) and a 63% market reach**. Italiaonline provides web marketing and digital advertising solutions, including media planning and lead generation services through social and media search engines. The company’s strategic aim is to consolidate its leadership in the digital advertising market for major accounts and in local marketing services, while its mission is to digitalise Italian SMEs. Italiaonline offers SMEs, the true backbone of the country, a full range of products integrated down the entire value chain of digital services, ranging from online presence to digital advertising, web design, web marketing and cloud solutions.

The following form part of Italiaonline today: the portals **Libero, Virgilio and superEva**, services for businesses and individuals provided by **Pagine Gialle, Pagine Bianche** and **Tuttocittà**, the online advertising concessionary, **IOL Advertising**, and over 660 agents, who form the largest Italian network of service and product consultants for large and small enterprises.

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* Source: Audiweb View 2.0, powered by Nielsen, TDA DAUs December 2018

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