

## UBI Banca-AIRC Partnership: over €5 million raised for cancer research since 2013

*This partnership, which has been renewed until 2019, has succeeded both in raising funds over the years with the "I giorni della Ricerca" ("Research Days") campaign and with support for the AIRC (Italian Association for Cancer Research) by means of three social bonds, donations from customers and employees and the waiver of fees for use of the Carta Enjoy Social Edition payment card. The "I Cioccolatini della Ricerca" (a box of "research" chocolates) will be in all branches from 12<sup>th</sup> November.*

Rome, 30<sup>th</sup> October 2018 – The initiatives organised by UBI Banca to support the AIRC since as far back as 2013 have generated donations of **over €5 million** to finance oncological research. The "**Research Days**" are programmed from Sunday 4<sup>th</sup> to Sunday 11<sup>th</sup> November, during which the Italian Association for Research into Cancer will announce its results achieved in the field of oncological research and will raise new funds. In this context, **UBI Banca** and the **AIRC** are confirming the continuation of their partnership which has succeeded in bringing people together to help achieve the goal of making cancer increasingly more treatable and educating the population on the subject of prevention.

### **UBI for the AIRC**

All branches in the UBI Group will be involved from 12<sup>th</sup> November in the awareness campaign entitled "**UBI for the AIRC**": all those who make a donation of at least €10 will receive a box of chocolates as thanks for their gift.

Customers also have the chance to make donations with their smartphones using a UBI Banca app on the SIA Jiffy network. UBI Banca will also donate specific funds to the association linked to the issue and activation of the **Enjoy AIRC Social Addition** payment card.

UBI Banca has supported the AIRC over the years through the placement of three **social bonds** in 2013, 2015 and 2017 and with voluntary donations by employees with amounts deducted from salary ("payroll giving").

### **UBI Banca**

*UBI Banca is the third largest commercial banking group in Italy by market cap, with a market share of around 7%, 1,812 branches throughout the country and over 21,000 employees.*

*Since 2011 the Bank has had a unit specialising in business with both Church and non-Church clients belonging to the third sector. A new organisational structure and positioning with regard to the world of public authorities was defined in 2016 with the 2019-2020 Business Plan. A new strategic Area named UBI Comunità was established with the purpose of overseeing and developing commercial relations both with the third sector and the civil economy as well as with public authorities and with the various groupings of associations. UBI Banca promotes partnership initiatives between the public, private and private social sectors with this strategic Area, by involving local communities and by innovative leverage of the Group's abilities and expertise. With UBI Comunità, UBI Banca adds to a range of services designed for simplified banking operations that are secure and economical, with diversified credit solutions to pay advances on contributions and revenues, together with a range of flexible and customisable financing solutions to support the pursuit of institutional aims and to launch or accelerate economically sustainable paths to growth and social innovation. In 2013 UBI Banca received the Italian Banking Association "Charitable Bank" prize and the National Prize for Innovation awarded by the President of the Republic.*

*For further information please contact:*

### **UBI Banca – Media relations**

Tel. +39 027781 4213 - 4932 – 4936

Email: [media.relations@ubibanca.it](mailto:media.relations@ubibanca.it)