

UBI Welfare wins the 2018 National Prize for Innovation, the “Prize of Prizes”

Milan, 4th March 2019 – UBI Welfare, the service that UBI Banca provides to companies to manage their company welfare, has won the 2018 National Prize for Innovation, the “Prize of Prizes”.

This award, now in its 10th edition, was presented today by the President of the Senate, Maria Elisabetta Alberti Casellati, to the Chairwoman of UBI Banca’s Management Board, Letizia Moratti, at a ceremony held in the Sala Koch at the Senate of the Republic in Rome.

The prize was awarded to UBI Banca for its development and provision of *“an innovative instrument which offers client companies full assistance throughout the whole process of designing and implementing welfare plans for their employees. It is a complete and flexible ‘end to end’ service that is totally customisable”*.

“Today the sustainable and uninterrupted growth of companies is achieved, amongst other things, by recognising the fundamental social role they play as key protagonists in the local communities in which they operate”, said **Letizia Moratti Chairwoman of the Management Board at UBI Banca**. “According to our daily observatory, company welfare”, said the UBI Chairwoman, “improves the productivity of companies and strengthens their relationships with their workers by creating conditions for people to fully express themselves in their work, free from stress. Our Bank was the first to put a company welfare service on the market and we feel that this innovative vision arises from our strong community approach, our attention to the business fabric of the country and the need to simplify the lives of management and employees as well as those of their families and society in general. Particular attention must be given”, Letizia Moratti explained, “to welfare activities that address employee training and new generations: education and skills are two essential levers for the growth of the country and industry”.

UBI Banca’s aim in the broad sense is to help develop a true and genuine “welfare ecosystem”, a “proximity network” able to meet the new needs of companies, people and communities by combining profit with social utility, a protection and welfare network for the entire community.

“UBI Welfare is aimed at all companies, whatever their size” explained **Rossella Leidi, Deputy General Manager and Chief Wealth & Welfare Officer at UBI Banca**, “thanks to solutions specially designed for every possible reality. It aims at partnerships with employers’ and trade associations and also at a widespread network of specialists. We assist businesses in explaining welfare to their workers as well as giving advice on tax and labour laws and we provide each individual worker with an easy-to-use and always available IT platform that they can use to choose the goods and welfare services that interest them, thereby minimising the administrative workload for the company”.

UBI Banca’s range of products and services is highly customisable and includes the following: services for the person and educational services for children and family members, with a network of over 600 services spread throughout the country; access to a network of over 1,200 healthcare facilities at attractive conditions; services in the fields of well-being, culture and leisure time as well as the chance to use



numerous brands available in all mass retailing sectors, covering around 15,000 points of sale throughout Italy; it also comprises supplementary pensions, the availability of welfare vouchers on demand and reimbursable management of the expenses incurred.

Today over 400 companies take advantage of the UBI Welfare service. It is a number that is growing constantly thanks to the great efforts made by the Bank to spread a culture of company welfare as a key factor in improving a company's competitiveness. This can also be clearly seen in the agreement signed between UBI Banca and Confindustria (confederation of industry) at national level in October 2018.

To-date, the Bank has signed eighteen agreements with the same number of employers' and trade associations throughout Italy and it is working to broaden the range of sectors and potential companies interested.

The "Prize of Prizes" awards were set up in 2008 by a Decree of the President of the Council of Ministers, on concession of the President of the Republic, at the COTEC Foundation to celebrate National Innovation Day.

UBI Banca has won the "Prize of Prizes" three times now. It was awarded in the 2015 edition for the UBI Pay service and for its UBI Comunità social bonds in 2013.

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