

PRESS RELEASE

X FACTOR 2016: THE *DEBUT* OF INTESA SANPAOLO

- **The leading Italian banking group will be the main sponsor of the 2016 season**
- **An online competition will soon be publicised with more than 300 invitations for the live event and 500 for the grand final on offer**
- ***sharingmusic*: banking innovation conveyed via the sharing of passions**

Milan, 12 September 2016 – **Intesa Sanpaolo** will be the main sponsor of the tenth edition of **X Factor 2016**, the Sky talent show that puts the spotlight on the best musical talents.

The dream of many up and coming stars of Italian music may just become reality with the help of Intesa Sanpaolo that, as one of the most aspired-to companies in Italy for those in search of work, is committed to helping its clients realise their projects.

Whether this is buying a home, a new car, starting a company or helping it grow, and now, achieving success in the entertainment field, the Intesa Sanpaolo Group is increasingly the reference point in offering support and the most suitable tools to make an important project become reality.

The similarity of the values that bonds the first Italian bank to this Sky Uno HD program that has become a cult for the large Italian public translates into passion, talent and sharing: in particular, **a focus on the needs of the new generations and the scouting of emerging talents** merges two Italian champions like Intesa Sanpaolo and X Factor 2016.

The philosophy of **sharing** is the principle that inspires Intesa Sanpaolo's new cultural and commercial projects: sharing experiences, feelings and stories capable of generating new prospects, a common wealth of ideas, new scenarios. The unusual and innovative choice for a bank to participate in X Factor 2016 as main sponsor and to promote a real *tournée* all over Italy concurrently with the program, fits into *sharingmusic*.

Sharing that is based on the communication concept of "*Diamo spazio alle passioni*" that embraces special projects dedicated to entertainment, music and the passions of the young in particular. Sharing that will also encompass cultural, training, literary and financial events at the large branches of the Group, redesigned in 2016 as a home living room ready to host new forms of social interaction around a large central table and events open to customers and non-customers.

"Music is passion and passion is the engine of change and innovation, even for a bank" – comments Fabrizio Paschina, head of Advertising and Web at Intesa Sanpaolo. "We chose X Factor 2016 as we share its passion for talent and commitment in realising a project:

these are values and emotions that are part of the Intesa Sanpaolo heritage and those we wish to transmit from this stage, even to those who don't know us yet".

Intesa Sanpaolo will offer more than **300 invitations** for the live show and **500 invitations** for the grand finale for the winners of the **contest** to be launched in the following weeks. All information will be available at palco.it, Intesa Sanpaolo's multimedia platform, at intesasampaolo.com and on all the Group's social channels.

Information for the press

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