

## PRESS RELEASE

### **INTESA SANPAOLO CHOOSES IGENIUS FOR GENERATIVE BUSINESS INTELLIGENCE AND ANALYTICS**

*Milan, 29 September 2023* – Intesa Sanpaolo, Italy's leading bank and among the largest in Europe, has chosen iGenius – a cutting-edge company that applies its generative AI technology to business intelligence (BI) – to implement its BI solutions.

iGenius is a platform that simplifies access to data using natural language, offering a customised professional configuration because it is built around the needs of the end user, including the automation of various functions.

Intesa Sanpaolo will thus adopt iGenius' generative business intelligence solution Crystal, already successfully tested within the Group through Fideuram Private Banking.

Crystal, based on state-of-the-art GPT technology, harnesses the power of generative AI to provide effective insights and decision-making tools, analyse large amounts of data and extract solutions to support decisions and projects. Intesa Sanpaolo will thus implement BI solutions to enhance its processes, improving its efficiency and overall productivity.

**Marco Ditta**, Head of Data & Artificial Intelligence at Intesa Sanpaolo, commented: "*The use of artificial intelligence solutions, such as that proposed by iGenius, and big data is becoming increasingly established in the workplace and our company environment as a key to transformation and simplification. It is thus essential to adopt an approach in which humans are at the centre of projects and processes. Such an approach prioritises the needs of the organisation's people and proposes the use of technology to support and enhance professional skills; it creates a more efficient and effective working environment, where people participate in the design of new solutions and processes and are trained in the use of new technologies, thus contributing to the evolution of how work is done in this new era.*"

**Uljan Sharka**, Founder and CEO of iGenius, commented: "*The partnership between Intesa Sanpaolo and iGenius shows where the future of work is headed, with advanced technologies such as generative BI playing a key role in driving business success and data-driven decisions. Both companies adopt a human-centric approach, with benefits for all stakeholders – and first and foremost employees and customers. In addition, iGenius and Intesa Sanpaolo are working*

*to implement products with a focus on sustainability, introducing smart data processing methods that optimise the use of computational resources with green benefits for data centres."*

#### **Intesa Sanpaolo**

Intesa Sanpaolo is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech, in particular with Isybank, the Group's digital bank. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the Gallerie d'Italia, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

News: [group.intesasanpaolo.com/it/sala-stampa/news](https://group.intesasanpaolo.com/it/sala-stampa/news)

Twitter: [twitter.com/intesasanpaolo](https://twitter.com/intesasanpaolo)

LinkedIn: [linkedin.com/company/intesa-sanpaolo](https://linkedin.com/company/intesa-sanpaolo)

#### **iGenius**

iGenius is an AI company that brings data closer to people. iGenius develops Italian-made artificial intelligence products to enable a digital renaissance that combines the excellence of software engineering with [art](#), fashion and industrial [design](#). iGenius' products are designed with a focus on people, allowing IT investments to be accelerated. Its flagship product is Crystal, also known as the GPT of numbers. Crystal enables a private AI brain for each company that provides instant, secure insights for simple, intelligent decision-making.

News: <https://www.igenius.ai/journal>

LinkedIn: <https://www.linkedin.com/company/igeniusai>

#### **Contacts for the media**

<b>Media Relations</b> <b>Intesa Sanpaolo</b> Corporate & Investment Banking and Governance Areas <a href="mailto:stampa@intesasanpaolo.com">stampa@intesasanpaolo.com</a> <a href="https://www.intesasanpaolo.com/it/news">www.intesasanpaolo.com/it/news</a>	<b>iGenius</b> Esclapon&Co. Simone Cantagallo: +39 357127515 <a href="mailto:simone.cantagallo@esclapon.it">simone.cantagallo@esclapon.it</a> Chiara Cartasegna: +39 3489265993 <a href="mailto:chiara.cartasegna@esclapon.it">chiara.cartasegna@esclapon.it</a>
--	---