

## PRESS RELEASE

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## **NEW WEBSITE FOR THE ENTIRE INTESA SANPAOLO GROUP**

### **Web 2.0 content and services along with innovative browsing tools for an even smoother interactive relationship with online clients**

Turin/Milan, 4 April 2008 – Intesa Sanpaolo is consolidating its Web presence by investing in simple navigation and interaction with the client. The commercial integration of the Group has reached its final stages and is now being implemented, including on-line.

From 7 April onwards, the **www.intesasanpaolo.com** website will go live and replace both [www.sanpaolo.com](http://www.sanpaolo.com) and [www.bancaintesa.it](http://www.bancaintesa.it). From the same date, various sites belonging to the Territorial Banks - Banco di Napoli, Banca dell'Adriatico, Carisbo, Cassa di Risparmio del Friuli Venezia Giulia, Cariromagna, Cassa di Risparmio di Padova e Rovigo, Cassa di Risparmio di Venezia – will adopt the same services and same visual identity. The product companies and various operating departments of the Group, for which [www.intesasanpaolo.com](http://www.intesasanpaolo.com) will become the gateway for online access, are also being aligned with the new logic of the Web.

Intesa Sanpaolo wants to respond to the requirements of a clientele that is more familiar than ever with the use of the online channel: the site's navigation has thus been shaped by the key criteria of clarity and simplicity. The Bank has almost 3 million online retail clients and more than 50 percent of its transactions are executed through direct channels. The Bank records more than 110 million page visits, 23.5 million statements and 1.5 million instructions monthly. 550,000 new contracts for Web Banking were signed in the course of 2007 and around 100,000 in the first two months of 2008.

The new online presence of Intesa Sanpaolo follows the principles of Web 2.0, reflecting more advanced use of the Internet. The guiding principle is interaction with the user, whose proactive contribution is encouraged in a number of ways. This starts from the emotional appeal of the website, designed to encourage direct dialogue with the bank and to satisfy the needs of the user. From the moment of entry into the *home page*, the user discovers an environment which encourages easy and intuitive use. Access can be gained to key departments - immediately recognisable by virtue of the description of services shown via the icon - with a single click.

The site is equipped with innovative tools, including the **search engine based on Google Search Appliance technology**, which allows the user to find the information or service needed within a few seconds, even with a very unspecific initial request. The **e-mail while browsing** service allows the user to receive advice on services of interest, or to request a contact by a branch by choosing a suitable time and day. At a later date, it will allow the user to interact, speak or videoconference with a bank consultant in real time using Voip technology. Finally, an **advanced search engine** is available for finding the most convenient branch and will soon include online mapping services.