

PRESS RELEASE

**INTESA SANPAOLO:
NEW ORGANISATIONAL MODEL
OF THE BANCA DEI TERRITORI**

**EVOLUTION IN LINE
WITH THE 2014-2017 BUSINESS PLAN**

- Further focus on the market, strengthening customer relations
- Centrality of the seven regional governance centres and of the service model concentrated on three specialised commercial territories: Retail, Personal and Businesses
- Enhancement of individuals and career paths, investments in training and development of managerial skills
- Over 1,000 new commercial roles, growth opportunities for more than 2,000 people

Turin-Milan, 23 September 2014 – Intesa Sanpaolo forges ahead with the activities scheduled in the 2014-2017 Business Plan and launches the **new service and organisational model of the Banca dei Territori**.

The Division, which in the first half of 2014 increased its contribution to Group performance by over 80% of pre-tax profits, is pivotal to the achievement of the goals set forth in the Business Plan.

In addition to having significantly improved performance as at 30 June last¹ – 712 million euro (+ 85%) in the retail area, 174 million euro (+ 20%) in private banking, 392 million euro (+14%) in bancassurance – **the Banca dei Territori is also engaged in some of the strategic nodes of the Plan**. These include the full valorisation of five million household clients and micro businesses (“Banca5®”), boosting the professional management of investments through consultancy and a service that responds better to the real needs of Small Business customers, with the objective of becoming the ‘benchmark bank’ for Businesses.

Focus on the market and customer relations are indeed the lynchpins of the most significant evolution of the new service and organisational model of the Banca dei Territori. In each of the seven existing regional departments, **three specialised “commercial areas” have been identified – Retail, Personal and Businesses – in order to permit an enhanced level of service pivoting on maximum valorisation of the specific competences of the personnel**.

Hence, in each regional department there will be a streamlining of the commercial structure consistent with a better matching between professional skills and customer needs. In addition

¹ Pre-tax profits

to the existing central structures, each regional department will have a marketing manager for each “area” of specialisation, who will in turn coordinate the area managers under whom the branches will continue to operate. In all, more than 1,000 new managers (branch, area and marketing) will be created, offering concrete growth opportunities to around 2,000 people who will be empowered by roles of greater responsibility targeting important goals in terms of performance and customer development.

“People are our key asset, and every single individual has his or her Business Plan to follow,” explains **Carlo Messina**, CEO of Intesa Sanpaolo. *“We have defined the Plan as a life project for the bank, which would allow us to grow together capitalising on our capacities and enhancing our aspirations. Now we can finally announce with great satisfaction that one of the cornerstones of our Plan, namely the valorisation of both individuals and customers through the launch of the new service model of the Banca dei Territori, will be fully accomplished before the end of the year.”* **Carlo Messina** goes on to add: *“This new model will have an unprecedented impact on our capacity to respond to the needs of families and businesses. We intend to ensure that the enhancement of our specialist skills and the centrality of the territory will prove to be positive discriminators for achieving the expected economic results.”*

The new service model will be launched in January 2015 and will be accompanied by a programme that is already under way, designed to support the change and devoted to the entire network. The centrality of the territory and of the manager-client approach, the segmentation of organisation and competences and the enhancement of synergies between business segments will be developed through the new organisation and the traditional support of the specialised centres of business finance, private banking and wealth management and bancassurance.

For further information

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