



Lissone, 26 June 2023

Decathlon honoured at Treasury Today's Adam Smith Awards

With a project focused on innovation in the cash-in process in its shops, created in collaboration with Intesa Sanpaolo, Decathlon has taken a step forwards in the digital transformation of its business and customer experience, winning the "Best Transaction Management Solution" award at the Adam Smith Awards by Treasury Today, universally recognised as the industry benchmark.

Thanks to the collaboration with Intesa Sanpaolo, Decathlon has developed a new financial solution for payments made by its customers at points of sale. Through the creation of virtual bank accounts linked to individual stores, it will now be possible, at a simple click, to reconcile deferred payments made by individuals or the government, without the customer's involvement in the transaction.

This simplification in the customer journey is the result of a project developed in cooperation with the Global Transaction Banking Department of Intesa Sanpaolo, headed by Stefano Favale, part of the IMI - Corporate & Investment Banking Division, headed by Chief Mauro Micillo, through software that will make the process more reliable, increase quality and considerably reduce the time required for oversight and administrative management.

*"For 30 years, we have been tackling each challenge by striving to improve our standards in order to offer ever-better solutions to our customers. The process of digital transformation and pursuit of excellence to which we have been spurred by Decathlon's project and purpose have stimulated us to explore avenues of innovation in administrative and financial processes," commented **Davide Bertuzzi, CFO Decathlon Italy**. "It is with pride and great satisfaction with what the team has succeeded in building that we accept the **Best Transaction Management Solution** award."*

*"Intesa Sanpaolo has developed a new customer journey approach that allows customers to digitalise a large part of the processes related to cash management, procurement and fraud risk management," commented **Luca Monti, Head of International Corporate & Financial Institutions Sales at Intesa Sanpaolo's Global Transaction Banking Department**. "The virtual account platform developed and made operational for Decathlon is a perfect fit in terms of dematerialisation of administrative accounts, increased efficiency and the simplicity of automatic reconciliation, without interfering with end customers and while improving the service they receive."*

ABOUT DECATHLON

DECATHLON – one of the world's leading sporting goods retailers, with its international headquarters in France – specialises in the creation of innovative products and their distribution online and in more than 1,700 shops worldwide.

DECATHLON has 105,000 employees and is present in 70 countries.

In Italy, Decathlon has 145 stores, two production sites and four logistics depots.

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ABOUT 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. 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 €500 million 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.

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