

**PRESS RELEASE**

**SANPAOLO IMI LEADER IN INSURANCE BROKERAGE**

**SANPAOLO IMI INSURANCE BROKER**

**Risk management services for companies and institutions**

Bologna, 3 February 2004 - **Sanpaolo Imi Insurance Broker** is the new insurance brokerage company of the Sanpaolo Imi Group, incorporating the activities of Poseidon and Brokerban, the two companies - fully controlled by the Group - that already operate in the sector.

The operation is the result of the desire to create a primary operator at national level in the field of insurance brokerage and risk management services for companies and institutions.

For the Sanpaolo Group, the incorporation of the activities in the new company also satisfies the need for greater rationalization of advisory services in the insurance field and diversification of the services provided to companies that show an increasing need for security and qualified advice in this sector.

Sanpaolo Imi Insurance Broker is based in Bologna and operates throughout the country with offices in Naples, Padua and Pesaro, with over 50 employees. It can rely on 70 million euro in premiums and 7 million euro in commissions and is led by the CEO Federico Casini, while the Sales Executive is Antonio de Siena.

Federico Casini declared that "The aim of the new company is to double premiums and intermediate commissions over five years; it has all it takes to become a leading operator at national level in the field of insurance brokerage."

In addition to the Sanpaolo Group companies, the activity of Sanpaolo Imi Insurance Broker targets companies and institutions, especially large- and medium-sized industrial and commercial companies, Public bodies (several Hospitals and Municipalities already use the services), affinity groups, associations and non-profit making organizations.

Sanpaolo Imi Insurance Broker offers these customers risk management activities in the insurance sector in order to analyze risks and assess their importance and entity, defining their reduction or transfer to insurance companies. All the services offered are certified in accordance with the quality standards Uni En Iso 9001/2000.

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