

PRESS RELEASE

**INTESA SANPAOLO HONORED AS “BEST BANK IN ITALY”
AT THE “GLOBAL FINANCE WORLD’S BEST DEVELOPED
MARKETS BANKS AWARDS”**

Milan, 5 April 2013 – Intesa Sanpaolo has been awarded by the American magazine GLOBAL FINANCE (www.gfmag.com) as “**Best Bank in Italy**” in the category “Global Finance World’s Best Developed Markets Banks 2013”.

The Global Finance publishers, assisted by financial analysts and leading figures in the corporate world, examined the main banks throughout the world. Objective criteria considered included: growth in assets, asset quality, profitability, geographic reach, strategic relationships, new business development and innovation in products. Subjective criteria included the opinions of equity analysts, credit rating analysts and others involved in the industry.

“This year’s winning banks have one thing in common, a focus on responding to the needs of their customers,” says Global Finance’s publisher, **Joseph D. Giarraputo**. “Specific market conditions certainly vary from region to region, and overall conditions for the global financial market remain difficult. These banks are being recognized for outstanding accomplishments in the face of adversity.”

Enrico Cucchiani, CEO, commented: "I am proud of this recognition to Intesa Sanpaolo as a benchmark player in the market. In light of the difficult and highly volatile landscape, Intesa Sanpaolo decided to pursue a prudent strategy and defined a set of clear managerial priorities privileging balance sheet and liquidity strength to achieve sustainable profitability. Notwithstanding the Italian recessionary environment, the Group is performing in line or better than main European peers on most indicators, and performance will continue to be our ‘North Star’”. “Moreover, we are one of the few banks in the world already Basel 3 compliant”, he reminded.

*Intesa Sanpaolo is active in over 40 countries in the world. Through the controlled banks, headed by the **International Subsidiary Banks Division**, the Group provides strategic coverage of the territory in other 12 countries in Central-Eastern Europe, the Middle East and North Africa offering retail, commercial banking and corporate banking services, thanks to more than 1.500 branches and 8,3 million customers. Furthermore, thanks to a chain of branches, Management Offices and specialized banks in the corporate banking business, Intesa Sanpaolo is present in 29 countries, supporting cross border activities for corporate clients and companies, through the International of the Corporate & Investment Banking Division.*