

**PRESS RELEASE**

**ADVANTAGES AND DISCOUNTS FROM TOTALERG  
FOR INTESA SANPAOLO PAYMENT CARDHOLDERS**

Turin, 25 November 2013 – **Intesa Sanpaolo** and **TotalErg** have signed a **new collaboration agreement**, which pays a discount on fuel to the banking Group's customers as well as giving them access to dedicated promotions.

Thanks to this agreement, customers can benefit from **all the advantages of the TotalErg Loyalty Program, directly through their own payment card issued by one of the Intesa Sanpaolo Group banks**. As soon as they decide to participate in the program, which is completely free of charge, **Box Più** will be activated on their payment card; this is an "electronic purse" on which they can accrue, each time they fill up, **discounts on fuel, points** towards useful gifts and **ERG Mobile phone minutes**.

The agreement also provides for a special welcome promotion that enables users to accrue up to **18 Euros of discount on fuel in the first three months**. In addition, in December all Intesa Sanpaolo Group cardholders who have activated "Box Più" on their cards can take part in a prize draw with the chance to win a free tank of fuel at TotalErg service stations.

The initiative is backed by a joint advertising program based on the claim "*You've already got the card to get the discount*" and will involve the TotalErg and Intesa Sanpaolo commercial networks.

**Marco Siracusano, Head of Intesa Sanpaolo Marketing Department:** *"Customers appreciate loyalty programs and initiatives that "reward" behaviour, but they especially want to be given credit and supported in their personal and family needs, as these evolve. This is the sense of the partnership with TotalErg, which is particularly aimed at our Group's payment cardholders and at the same time opens up some interesting, tangible opportunities for their respective customers. More actions are, in fact, being investigated to reinforce the collaboration and make available some significant new benefits during 2014"*.

**Maurizio Libutti, TotalErg Network Manager:** *"We are highly satisfied with this agreement, which allows us to offer the customers of our long-time partner, Intesa Sanpaolo Group, access to the advantages of our "Box Più" and the chance to obtain dedicated promotions on our products, starting with fuel. All this will happen very smoothly and without the need to activate a further card, thanks to the innovative technological solutions that we were the first to introduce in our market. I am sure this will be the first step in a collaboration involving us in a joint search for opportunities and advantages tailored for our customers"*.

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