

## PRESS RELEASE

### **INTESA SANPAOLO AND COMPANIA NATIONALA POSTA ROMANA COMMENCE NEGOTIATIONS TO OFFER BANKING AND FINANCIAL SERVICES IN POSTAL OFFICES IN ROMANIA**

- **A unique partnership to foster social and financial inclusion**
- **Ignacio Jaquotot: “We are well prepared to deal with this new challenge thanks to a clear strategy focused on solid pillars such as sustainable profitability, business capability and know-how”**
- **Alexandru Petrescu: “By the launching of a financial services portfolio under its own brand, Posta Romana will become, in the following years, a major player in the Romanian banking services landscape**

*Bucharest, Turin, Milan, 18 December 2013* – Intesa Sanpaolo Group (ISP) and Compania Nationala Posta Romana will start negotiations for the execution of a mutual agreement to sell banking and financial services in the postal offices under the Posta Romana brand through its banking subsidiary in Romania. The launching of this project comes as a result of a selection process, run by Compania Nationala Posta Romana, in line with the new commercial strategy approved by the company management, with the main goal of diversifying the range of services.

With a network of over 5,600 branches, Posta Romana has the largest territorial coverage on the postal services market, comparable to the coverage of the major players on the banking market.

“We are well prepared to deal with this new challenge thanks to a clear strategy based on solid pillars such as sustainable profitability, business capability and know-how”, said **Ignacio Jaquotot**, Head of the International Subsidiary Banks Division of **Intesa Sanpaolo**.

Intesa Sanpaolo Group is already present in Romania with a fully operating universal bank, with a full range of immediately available products and an experienced management with an excellent track record in cross-border projects, and commits within this partnership to set up, jointly with Posta Romana, the main directions of the project.

“By the launching of a financial services portfolio under its own brand, Posta Romana will become, in the following years, a major player in the Romanian banking services landscape. We aim for this partnership to allow easy access to financial and banking services for all the Romanian citizens, in the line of the social role of the company and to generate long term sound income sources. The completion of the current offering of Posta Romana with financial-banking products is part of the medium and long term strategy

assumed by its shareholders. The process was successfully validated by other European national postal administrations and Posta Romana will not be an exception. We expect “Posta Romana Financial Services” to impact significantly the banking market, in the perspective of the economic and social development of Romania” - **Alexandru Petrescu**, Executive Director of **Compania Nationala Posta Romana**.

By diversifying its own business, Posta Romana aims both at broadening its customer base as well as at fostering financial inclusion by reaching more remote geographical areas alongside a partner with history on the European financial and banking market. The history of Posta Romana and its brand awareness level are strong points in supporting a successful project in the financial services field, to be made available to the millions of customers to be served by Posta Romana alongside a top-ranking partner in the banking field.

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### **POSTA ROMANA**

*Compania Nationala “Posta Romana” S.A. is the national postal services operator and leader on the Romanian market, having as shareholders the Romanian state by means of the Ministry for Information Society holding 75% of the shares and Fondul Proprietatea holding 25% of the shares. Posta Romana has a retail network of over 5.600 units throughout the country offering postal and financial products and services to all its customers in Romania.*

*Posta Romana has a 150 years history and its brand is recognized nationally and internationally.*

*As at the 31st of October, Posta Romana had approximatively 27,500 employees, being the provider of the universal postal service countrywide.*

### **INTESA SANPAOLO ROMANIA**

*Intesa Sanpaolo has been operating in the Romanian market since 2008 through a fully owned subsidiary. Intesa Sanpaolo Romania is a universal bank with approximately 800 staff offering a complete range of banking products. The Bank has 76 branches in the main cities of the Country and presently serves around 100,000 clients. As at the end of 2012, ISP Romania had total assets of €1,152 ml, gross loans to customers of €904 ml and direct customer deposits of €562 ml.*

### **THE INTESA SANPAOLO GROUP**

*Intesa Sanpaolo Group, with 11.1 million customers and over 4,800 branches in Italy, is the country’s leading banking group and one of the top banking groups in Europe.*

*It is the leading provider of financial products and services to both households and businesses in Italy. This includes banking intermediation (a 15% market share in customer loans and 17% in customer deposits), asset management (23%), pension funds (24%) and factoring (32%).*

*As at September 30 2013, the Intesa Sanpaolo Group had total assets of 639,768 million euro, customer loans of 349,671 million euro, direct deposits from banking business of 363,310 million euro and direct deposits from insurance business and technical reserves of 89,662 million euro.*

For further info:

**Intesa Sanpaolo - Media Relations**

Tel. + 39 02 87963531

e-mail [stampa@intesasanpaolo.com](mailto:stampa@intesasanpaolo.com)

**Posta Romana**

Tel. +40 021 2007 303

e-mail [relatiipublice@posta-romana.ro](mailto:relatiipublice@posta-romana.ro)