

PRES RELEASE

**INTESA SANPAOLO WITH EXPO BUSINESS MATCHING:
A NEW TOOL FROM THE WEB FOR BUSINESS OPPORTUNITIES**

- **the web platform offers a unique virtual community for meetings between manufacturers, distributors, suppliers, buyers and investors who are present at Expo Milano 2015, coming from more than 140 countries**
- **with this agreement, Intesa Sanpaolo further extends its offer of innovative services to support client on the path to internationalization**

Milan, 25th May 2015 – Intesa Sanpaolo, Official Global Partner of Expo Milan0 2015, subscribes to **Expo Business Matching, the online platform** for establishing and developing commercial and business relationships between companies, promoted by Milan Chamber of Commerce, Promos, Fiera di Milano and PwC, as the only bank to sponsor this initiative.

By participating in Expo Business Matching, Intesa Sanpaolo will contribute to materially creating opportunities for Italian and foreign companies to meet, to optimize their common interests and business synergies at the Universal Exhibition. The agreement fits into Intesa Sanpaolo's strategy for identifying new tools and initiatives to allow Italian businesses to grasp opportunities for making their business grow internationally, also by exploiting the potential of the Internet.

The majority of Italian companies, in fact, could expand their business on foreign markets to a greater extent if they had a network of contacts available with whom they can increase turnover on an international level.

The agreement signed by Stefano Favale, head of 'Imprese' (enterprises) in Intesa Sanpaolo's Marketing Department and by Vincenzo Grassi, PwC associate partner and coordinator of the Expo Business Matching project, meets this requirement and offers companies who subscribe to it an ideal virtual community where manufacturers, suppliers, distributors, buyers and investors can interact and find the best solutions and partners for their respective needs.

The agreement provides for the best Intesa Sanpaolo Group corporate clients to have access, under favourable conditions, to the services of the innovative web platform (www.expobusinessmatching.com) created to develop and share opportunities for business

and partnerships at a global level, exploiting the business opportunities created in the context of Expo Milan 2015.

By registering on the platform, companies have access to a dedicated “community” to evaluate business opportunities with a multitude of international players and study in depth the opportunities that are held to be most interesting, through one-to-one meetings which will take place in Milan during the six months of the Universal Exhibition.

In fact, **the EBM platform** organizes the meetings, coordinates the agendas of the two sides and provides services that range from welcoming participants to the meeting venue to linguistic support in 9 foreign languages, reporting on the meeting, preparation of cultural aspects and much more.

For information

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