

PRESS RELEASE

INTESA SANPAOLO PRESENTS THE “CHAIN OF PRODUCTION PROGRAMME”: A NEW MODEL FOR IMPROVING ACCESS TO CREDIT FOR BUSINESSES

5 BILLION EUROS EARMARKED FOR THE PROGRAMME’S 90 LEADER COMPANIES

POTENTIAL CREDIT LINE OF 15.5 BILLION FOR THE DEVELOPMENT OF CHAINS OF PRODUCTION OF EXCELLENCE

- **5,000 companies** have already been included in Intesa Sanpaolo’s programme, for a total amount of 17 billion euros.
- **The first companies to participate in the programme include Brunello Cucinelli, Azimut, Valvitalia, Alberta Ferretti, Antinori, Engineering, Cimbali.**

Milan, 11 June 2015 – Intesa Sanpaolo presents the “Chain of Production Programme”, an innovative project set up with the aim of expanding chains of production of excellence operating in the Italian entrepreneurial system.

The programme set up by Intesa Sanpaolo has developed a **new model** of collaboration between bank and companies in order to improve conditions for **accessing credit** and define a range of **tailor-made products** aimed at businesses with production links to others.

Intesa Sanpaolo’s “Chain of Production Programme” is designed around three pillars: **investments, innovation** and a **new approach** to financing.

- 1) **Investments** in the industrial sectors take the form of:
 - better conditions on credit facilities for businesses;
 - discounts on products and services;
 - training activity aimed at those companies taking part in the project.
- 2) **Innovation** in terms of the criteria for accessing credit involves:
 - identifying the industrial chain of production, consisting of a leader company and its suppliers;
 - defining a specific contract (chain of production agreement) with the leader company.
- 3) The **new approach** to issuing credit involves:
 - carrying out a risk assessment which takes into account qualitative factors;
 - establishing a chain of production credit line;
 - a tailor-made commercial offer designed for businesses and employees alike.

90 leading companies have already signed up to Intesa Sanpaolo's "Chain of Production Programme" for a credit line of **5 billion euros**: these companies have developed the ability to amalgamate entire production processes, focusing particularly on strengthening relationships with their suppliers.

Overall, Intesa Sanpaolo's "Chain of Production Programme" has already involved **5,000 firms** from 11 different sectors, with a global deal flow of **17 billion euros** and **30,000 employees** from the leading companies alone.

Among the 90 leading companies to have been the first to sign up for the programme are: **Brunello Cucinelli, Azimut, Valvitalia, Alberta Ferretti, Antinori, Engineering, Cimbali**. Added to these are the numerous medium-sized firms located throughout Italy.

The "Chain of Production Programme" could potentially have a significant impact on the Italian industrial sector, as it looks to involve more than **250 leading companies** employing more than **100,000 employees**. From a chain of production viewpoint, the programme will include around **33,000** supply companies, a total deal flow of **60 billion euros** and a potential credit line of approximately **15.5 billion euros**.

"We are particularly proud that a renowned institution such as Intesa Sanpaolo has chosen our company as the starting point for the "Chain of Production Programme", commented **Brunello Cucinelli**, Group Chairman and CEO. "This is an intelligent, forward-looking programme with enormous social value, which tangibly supports Italy's economic and entrepreneurial system, and takes inspiration from the economic strength of our beloved country originating from the courage of small-business owners and artisans who create products which everyone wants to own", concluded Cucinelli.

"Thanks to our "Chain of Production Programme", Intesa Sanpaolo has taken a decisive step towards building a new model of Bank and Business relationships. We have in fact decided to focus our attention on the relationship between businesses and their suppliers: a fundamental and unbreakable link which holds the Italian chain of production together. With this initiative, Intesa Sanpaolo confirms its role as a driver of the country's economic recovery through its ability to supply the business community with the resources necessary for its growth and development", commented **Carlo Messina**, Managing Director and CEO of Intesa Sanpaolo. "Through a programme which involves the entire territory and brings together the most important industrial sectors, bringing tangible benefits for thousands of businesses, from the largest to medium and small-sized enterprises, we are further strengthening our relationship with Italian companies and their employees, whatever type of contract they may have", concluded Messina.

For further information:

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