

PRESS RELEASE

CINEMA: INTESA SANPAOLO JETS OFF TO LOS ANGELES

**TO PROMOTE ITALIAN PRODUCTIONS
ABROAD AND TO BRING AMERICAN ONES TO ITALY**

- **The Intesa Sanpaolo Group is a sponsor of the 2018 *Los Angeles, Italia Film Festival***
- **The Group continues to support the film making industry as an element promoting Italy's development and attracting foreign investment**
- **In ten years the Group has supported the production of over 300 Italian works and the distribution of 200 foreign works, providing 1 billion euro in funding to the industry**

Los Angeles, 23 February 2018 - Intesa Sanpaolo is taking part in the 2018 Los Angeles, Italia Film Festival for the first time, organised in collaboration with the Italian Ministry of Cultural Heritage and Activities and Tourism (MIBACT), the National Association of Film and Audiovisual Industry (ANICA), and the National Institute for Foreign Trade (ICE). The festival will open on Sunday 25 February in Los Angeles. Several films whose production was supported by Intesa Sanpaolo will be screened at the festival:

- *Hotel Gagarin; The Place* (Production Co. Lotus Production)
- *Start Up; Ugly Nasty People* (Production Co. Casanova Multimedia)
- *Sono tornato* (Production Co. Indiana Production)
- *Couple Therapy for Cheaters* (Production Co. Cinemaundici)
- *The Prize* (Production Co. Italian International Film)
- *Sirene* (TV series - Production Co. Cross Production)

The festival will close on Friday 2 March with a special screening of the film *All the Money in the World*, directed by Ridley Scott and produced by SONY, that benefited from financial services provided by Intesa Sanpaolo for the production stage in Italy.

Supporting the festival as a sponsor, the Intesa Sanpaolo Group proves its interest in the film making industry, having also fostered its development by **providing 1 billion euro of funding over ten years** and ensuring the recovery of a sector that has gained a renewed vitality to compete on the international market. Indeed, to this day, the Intesa Sanpaolo Group has supported more than **60 professionals**, backing the production of over **300 audiovisual works** (more than 150 films, 150 television serials, and over 30 advertising commercials) - including *The Young Pope, Gomorrah, Romanzo Criminale*, the second season of *Medici: Masters of Florence, Leisure Seeker, Like Crazy, Human Capital* - and the distribution of more than **200 foreign titles** on the Italian market, with many of them being blockbusters.

In the same spirit and with the same commitment to performance and the arts, Intesa Sanpaolo has acted as a partner in various projects, directly supporting the production of Paolo Sorrentino's *This Must Be The Place* (screened at the 2011 Cannes Film Festival), *The Cardboard Village* by Ermanno Olmi (screened at the 2011 Venice Film Festival), *Il Paese delle spose infelici* by Pippo Mezzapesa, *Reality* by Matteo Garrone (Grand Prix winner at the 2012 Cannes Film Festival), *Immaturo - Il viaggio* by Paolo Genovese, *Me and You*, directed by Bernardo Bertolucci (out of competition at the 2012 Cannes Film Festival), *A Magnificent Haunting* by Ferzan Ozpetek, and *Baby Blues* by Alina Marazzi.

Intesa Sanpaolo was able to support the performing arts world thanks to the creation, within subsidiary Mediocredito Italiano, of the Media & Entertainment Desk, the specialist unit dedicated to the audiovisual (film, TV series and advertising commercials), cultural (music, theatre and art) and general entertainment (concerts, major events) sectors. The Media & Entertainment Desk helps independent producers and distributors, TV content editors, and professionals working in the industry to identify the most appropriate business development strategies by offering products and targeted lending solutions and combining a routine lending assessment with a specific and in-depth analysis of financial, contractual, operational and regulatory aspects.

Press information

Intesa Sanpaolo

Media Relations - Banca dei Territori and Local Media
stampa@intesasanpaolo.com