

PRESS RELEASE

INTESA SANPAOLO: THE INNOVATION CENTER SIGNS A NEW HONG KONG STRATEGIC PARTNERSHIP WITH TECHNOLOGY PLATFORM THE FLOOR

Hong Kong, 20 March – **Intesa Sanpaolo Innovation Center**, the Intesa Sanpaolo Group company which oversees, implements and accelerates innovation development processes and projects, has signed an important partnership deal with **The Floor Hong Kong**, the premier technology platform which recently opened a new base in the leading city in the Greater Bay Area.

The agreement follows on from previous experiences with The Floor in the fintech sector in Tel Aviv which began in 2016. Reflecting Intesa Sanpaolo Innovation Center’s globalisation and tech development strategy, the partnership with The Floor Hong Kong opens a window on an innovative ecosystem which is growing exponentially. The aim is to support the Innovation Center activities to accelerate international scale-ups of Italian companies in Asia, to provide a training program for young talented managers of the Bank and to facilitate the scouting of wealth management technology platforms in the Chinese market.

Hong Kong and the Greater Bay Area - which also includes Macau, Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Huizhou, Jiangmen and Zhaoqing - is the most dynamic area in China: it is the leading producer of technology patents in Asia and home to the biggest high-tech giants.

“This partnership,” comments **Maurizio Montagnese**, Chairman of Intesa Sanpaolo Innovation Center, *“enables us to consolidate our presence in Asia, the key market for the innovation ecosystem. An agreement with a strategic player like The Floor Hong Kong will give the Group - and our customers - access to one of the biggest startup acceleration platforms in the world, creating new opportunities for growth and investment.”*

*“I am thrilled that one of The Floor’s founding partners, Intesa Sanpaolo, continues to trust in us; this being our fourth year of strategic partnership - said **Moises Cohen**, co-founder and Director of The Floor -. I believe the expansion of our relationship is key to achieving our goal to shape the bank of the future together with tier-1 banks and will also add great value to the HK ecosystem and to our growth in Asia”.*

For more information

INTESA SANPAOLO

Media Relations - Corporate & Investment Banking and International Media

Tel. +390287962052

stampa@intesanpaolo.com

The Floor HK

REBECCA SHAO - Managing Director THE FLOOR APAC

Rebecca@thefloorhub.com