

PRESS RELEASE

2014 EUROMONEY AWARDS FOR EXCELLENCE:

**INTESA SANPAOLO PRIVATE BANKING AWARDED
BEST PRIVATE BANK IN ITALY**

London, Milan, 13 February 2014 – Intesa Sanpaolo Private Banking, the Intesa Sanpaolo Group's private bank, was honored by Euromoney as the best private bank in the "Best Private Banking Services Overall in Italy" category during the awards ceremony today in London.

The rankings are compiled annually by Euromoney, a leading international finance publication, who issues awards to banks or brokerage companies from all over the world based on quantitative and qualitative analyses of services and performance. Based on surveys of international and national institutional organizations, companies with standout abilities in innovation, leadership, and market dynamism are honored.

Examining the wealth management industry of 73 countries, the "Best Private Banking Services Overall in Italy" prize was awarded to Intesa Sanpaolo Private Banking based on a wide range of criteria, which included the extent and quality of offered products, the level of advisory services provided to entrepreneurs for general asset management, and the performance of investment products.

In addition to the *best private banking services* prize, the bank also won in the "Best Range of Investment Products" and "Best Corporate Advisory for Private Banking Clients" categories.

Thanks to its status as a member of the Group, who has 11.1 million customers and 4,859 branches in Italy, Intesa Sanpaolo Private Banking was recognized for offering its customers skills, services, local presence, and financial solidity unique to Italy, in addition to one of the most comprehensive ranges of open architecture products in the industry.

Paolo Molesini, CEO of Intesa Sanpaolo Private Banking, added: *"These are very important and distinguished recognitions, but above all, they are a validation of the extreme professionalism of our private bankers and service model. We are particularly proud of them, especially in light of the positive opinions expressed by our customers. I would therefore like to thank our customers, as well as our employees for all of their work."*

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