

## PRESS RELEASE

### **INTESA SANPAOLO and MASTERCARD: DEVELOPING THE FUTURE OF COMMERCE, TOGETHER**

#### ***INTESA SANPAOLO'S INNOVATION CENTRE AND MASTERCARD LABS TO DRIVE COMMERCE INNOVATION***

- **The collaboration between the two companies focused on exclusive banking projects is underway**
- **Student contest for a new app: the best project will win a trip to Dublin to visit MasterCard Labs**

*Turin, 23 July, 2014* –**Intesa Sanpaolo and MasterCard** signed an agreement today at Intesa Sanpaolo's Innovation Centre in Turin to work together on driving innovation. Together, the two organizations will work from concept to commercialization to promote the new generation of **banking projects** in Italy.

This new relationship was introduced by **Maurizio Montagnese**, Head of Intesa Sanpaolo Innovation Centre, and **Garry Lyons**, Chief Innovation Officer and head of MasterCard Labs, together with **Paolo Battiston**, Division President Italy and Greece MasterCard, and **Stefano Barrese**, Marketing Director and Planning & Management Control Director of Intesa Sanpaolo.

“**Drawing the future, together**”, is the goal stated: working on respective tasks, speeding up projects based on service design methods, scouting and testing new technologies, the two companies will launch a circuit that will compare banking issues and technology solutions. Through this agreement with MasterCard, Intesa Sanpaolo will be the driver and the client of innovation, allocating results to private customers and businesses, but also reach out to universities, research centres and institutions, in a constant and twofold development process.

The first concrete result of this innovative collaboration is Intesa Sanpaolo's support of **MasterPass™**, a new solution for digital payments from MasterCard. MasterPass reinvents and improves the online purchasing experience for consumers, making it even easier, faster and safer. The new service, offered directly by the bank to the clients, enables consumers to input name of the card holder, number of card and shipping addresses during the sign-up process, and eliminates the need to complete these sections again when completing an online purchase. Instead, they'll simply click on the “Buy with MasterPass” button, enter their password and the payment will be complete.

MasterPass makes it easier for consumers to shop online using their mobile and all other devices, be they smartphones, tablets or pcs, thereby enhancing the “Everywhere Commerce” experience.

The **Intesa Sanpaolo Innovation Centre**, launched beginning of July, has a twofold role, for both internal and external activities, and will locate in the new skyscraper designed for the Company by Renzo Piano. The Centre will support the research and analysis of innovative solutions on national and international markets, also coordinating national and international research projects through specific agreements with Universities and Research Centres.

“The renewed partnership with MasterCard right through the close cooperation between our center and MasterCard Labs”, said **Maurizio Montagnese**, Head of Intesa Sanpaolo Innovation Centre, “will contribute to the realization of payment solutions as more new and useful to the customer and will have the advantage of combining planning, sensitivity and stimuli from the world of academic research.”

“It’s wonderful to have the opportunity to work with Intesa SanPaolo to bring new commerce solutions to consumers that make their lives easier,” said **Garry Lyons**, Chief Innovation Officer and head of MasterCard Labs. “Each organization bringing such strong capabilities and points of view to the partnership - I look forward to what we’ll create together.”

"MasterCard is committed every day to innovating payments in Italy, promoting financial inclusion and supporting modernization of the country," said **Paolo Battiston**, Division President Italy and Greece MasterCard. "Our collaboration with Intesa Sanpaolo has provided strong results, and with the launch of MasterPass, we are glad to continue providing new cutting-edge digital payment solutions for consumers in the region."

"For years, the partnership with MasterCard has given rise to innovative products that often were presented for the first time in Italy thanks to the presence of the Intesa Sanpaolo Group”, confirms **Stefano Barrese**, Marketing Director and Planning & Management Control Director of Intesa Sanpaolo. “Our bank is a leader in innovation of payments, we are able to imagine, design and create the most advanced product offerings and customer service.”

Lyons and Montagnese launched a project for a **contest dedicated to university students**: to create an app that can be used by citizens and tourists to get to know the Turin area better. The prize is a trip to Dublin to visit the European MasterCard Labs.

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