

PRESS RELEASE

TO MARK WORLD SAVINGS DAY, THE INTESA SANPAOLO GROUP PROMOTES "**THE ART OF SAVING**"

- **The Museum of Saving, Gallerie d'Italia, the Intesa Sanpaolo Historical Archives, and the International Subsidiary Banks of the Group are all participating in the initiative**
- **Online activities include workshops and presentations, contests and campaigns on social media**
- **Albania, Bosnia and Herzegovina, Croatia, Egypt, Moldavia, Romania, Serbia, Slovenia and Hungary are among the countries that joined the 2020 edition**

Turin, 26 October 2020 - Intesa Sanpaolo proposes a wide programme of **events and initiatives** on 31 October for **World Savings Day**, in **digital and online** forms to comply with the measures to combat the spread of COVID-19, which will involve many structures of the Group in Italy and in the countries where the Bank operates directly or through its subsidiaries.

The programme is entitled **The Art of Saving**, because saving is an art that requires skills based not only on knowledge but also on practical experience that works alongside the creativity necessary to tackle the challenges of everyday life. The idea was launched by the **Museum of Saving**, which has turned it into an educational and recreational mission, with activities for every age group and level of preparation, especially for those who are just starting out. The 2020 digital-based edition sees the involvement of the museum complex **Gallerie d'Italia** and the Group's **Historical Archives**.

The Art of Saving has also become an eagerly awaited appointment in **Albania** (with Intesa Sanpaolo Bank Albania), **Bosnia and Herzegovina** (with Intesa Sanpaolo Banka BiH), **Croatia** (with PBZ), **Egypt** (with Alexbank), **Moldavia** (with Eximbank), **Romania** (with Intesa Sanpaolo Bank Romania), **Serbia** (with Banca Intesa Beograd), **Slovenia** (with Intesa Sanpaolo Bank) and **Hungary** (with CIB). These are the countries in which the Group's **International Subsidiary Banks Division** has promoted the event and which every year gather enthusiastic support from households, schools and volunteers from the local Banks that support the programme.

This year, due to the restrictions caused by containment measures for the pandemic, remote initiatives are being promoted - from online contests and games and campaigns on social media to the new digital workshop introduced by the Museum of Saving: "**The price of our dreams**" for children aged between 6 and 10 years old.

The complete schedule of The Art of Saving is already online: www.museodelrisparmio.it and www.gallerieditalia.com.

THE INITIATIVES

Museum of Saving

From 26 to 31 October, **admission to the Museum will be free**. In addition to the activities proposed for schools, the following events are scheduled:

Tuesday 27 October (3pm-5pm) - presentation of the results of a survey created by the Museum of Saving and carried out by Episteme: “*Levels of resistance and reactions to pandemic-related risks*”. Giovanna Paladino (Director and Curator of the Museum of Saving), Riccardo De Bonis (Head of the Financial Education Service at the Bank of Italy), Anna Maria Lusardi (Chairperson of the Committee for planning and coordination of financial education activity) will be taking part. The moderator will be Mariarosaria Marchesano (financial journalist at Il Foglio).

Wednesday 28 October (2pm) - “*Pocket money and tips*” on how to tackle the topic of money with children. Anna Maria Lusardi (Chairperson of the Committee for planning and coordination of financial education activity), Giovanna Paladino (Director of the Museum of Saving), and Enrico Amiotti (Vice-chairman of the Amiotti Foundation) will be taking part. Elisabetta Gavasci Scala (Vice-chairperson of MOIGE – Italian Parents Movement) will introduce and moderate the event.

Thursday 29 October (6pm) - as part of the series “1 book in 30 minutes”, a presentation of the book “*La finanza spiegata bene*” (*Finance explained clearly*) by Mauro Del Corno. The book explores basic notions that anyone can and should master in light of the fact that events in a central bank or an investment house can (contrary to what may be imagined) influence, directly or indirectly, all our lives.

To receive all the necessary links and a reminder of events, write to info@museodelrisparmio.it.

Gallerie d’Italia and Intesa Sanpaolo Historical Archives

Gallerie d’Italia (the Group’s museum complex in Milan, Naples, Vicenza and, soon, Turin) and the Intesa Sanpaolo Historical Archives (one of the most important banking archives in Europe) are participating in the initiative with a selection of images and documents to recall moments and propaganda tools of the past, linking these to the present day and the topic of saving.

All initiatives can be followed on the Bank’s social media channels.

Media information

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About Intesa Sanpaolo

Intesa Sanpaolo is one of the most solid and profitable banks in Europe, providing wealth management, consumer banking, corporate and investment banking, asset management and insurance. As the market leader in Italy, Intesa Sanpaolo serves nearly 12 million customers through digital and traditional channels. The Group’s international subsidiary banks provide for an additional 7.2 million customers in Central Eastern Europe, the Middle East and North Africa. Intesa Sanpaolo is recognized as one of the most sustainable banks in the world.

The Group believes that value creation should be interpreted broadly, supporting social purpose and driving the real economy. As part of its commitment to sustainable growth, Intesa Sanpaolo has created a €5 billion financing facility dedicated to the circular economy. The Group’s large-scale project for economic inclusion and poverty alleviation includes a Fund for Impact to provide €1.2 billion in loans to those parts of society that find access to credit difficult. Intesa Sanpaolo is deeply committed to cultural initiatives that it promotes on its own and together with partners in Italy and abroad, including permanent and temporary exhibits of the vast artistic patrimony at the Gallerie d’Italia, the Group’s three museums located in Milan, Naples and Vicenza.

Additional information may be found at group.intesasanpaolo.com |

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