

PRESS RELEASE

INTESA SANPAOLO INVESTS IN THE BLUE PLANET

Start-up company produces Airlite, the paint that purifies the air

Milan, 21 May 2024 – **Intesa Sanpaolo** is investing in **The Blue Planet**, a start-up that produces **Airlite**, an innovative technology behind an environmentally friendly paint that can transform the walls of homes, offices, hospitals and schools into large natural air purifiers.

The investment is about 18% of equity.

Airlite is not only intended for the architectural paint industry, but is also applied to functional coatings for specific markets such as fashion and automotive, with constant investment in research and development.

Airlite paint is 100% green for interiors and exteriors, capable of cleaning the air of pollutants such as smog, thus improving the living comfort of buildings. It is based on a patented technology that uses the same physical principle as used by nature to clean the air and makes it possible to transform any wall into a purifier by generating negative ions that neutralise pollutants.

This mechanism eliminates pollutants, moulds and bad smells, prevents dirt from settling on the walls and kills up to 99% of viruses and bacteria. It also contributes significantly to the fight against climate change by reducing CO₂ emissions related to the building sector by up to 80% compared to conventional products. In addition, when applied outdoors, the paint reflects the warm component of sunlight, saving up to 30% on electricity for cooling.

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Intesa Sanpaolo

Intesa Sanpaolo, with over €420 billion in loans and €1.3 trillion in customer financial assets at the end of 2023, is the largest banking group in Italy, with a significant international presence. It is a European leader in wealth management, with a strong focus on digital and fintech. The Group will provide €115 billion of Impact lending by 2025 to support communities and the green transition, together with a €1.5 billion program (2023-2027) to help people in need. The Bank's network of museums, the Gallerie d'Italia, hosts its owned artistic heritage and cultural projects of recognized value.

The Blue Planet

The Blue Planet develops and implements Airlite, an air purification technology that is applied as an architectural paint in construction and as a functional coating on a wide variety of surfaces. Airlite purifies the air of highly harmful pollutants such as nitrogen oxides, ozone and VOCs, while preventing the growth of mould, bacteria and viruses on the surface. Airlite also has the lowest CO₂ content in the industry, avoiding the release of carbon dioxide into the environment and contributing directly to the fight against climate change. Airlite is also available for applications in the fashion, automotive and appliances industries.