

INTESA SANPAOLO ASSICURAZIONI KICKS OFF

- **New name and renewed corporate structure**
- **A communication campaign is underway**

Milan, December 2nd 2024 – “**Intesa Sanpaolo Assicurazioni**” is the new name of Intesa Sanpaolo Group's insurance Company, to renew its **support for people, families and businesses both to satisfy the protection** needs in the fields of social security, damage, health and welfare, and to **manage investments and savings**, thanks to a **new corporate structure and a renewed brand identity**.

Starting from December 1st 2024:

- Intesa Sanpaolo Vita takes on the **new name “Intesa Sanpaolo Assicurazioni”**, the company that leads the “Intesa Sanpaolo Assicurazioni Insurance Group”; **Virginia Borla confirmed CEO, General Manager and Head of the Insurance Division of Intesa Sanpaolo**
- “**Intesa Sanpaolo Protezione**”, born from the merger of Intesa Sanpaolo Assicura with Intesa Sanpaolo RBM Salute and 100% controlled by Intesa Sanpaolo Assicurazioni, becomes **a single company for the non-life and health classes, entrusted to the leadership of Massimiliano Dalla Via, CEO and General Manager**

After a **decade of constant growth and continuous evolution**, the Intesa Sanpaolo Assicurazioni Insurance Group - as of 30 September 2024 - contributed 10% to the gross current profit of the Intesa Sanpaolo Group, thanks to a **bancassurance model inspired by CEO Carlo Messina, fully integrated and unique in Italy, which confirms the fundamental role of Intesa Sanpaolo in supporting the country's growth**.

At the same time, the **communication campaign “Together, we can go far”**, developed with Accenture Song agency, also kicks off - in the press, social networks, digital and television channels.

The initiative enhances the uniqueness of a brand, the ability to respond to the needs of people, families and businesses and intends to **overcome the only idea of protection against risk, enhancing the need to protect oneself as a tool for growth**, through a narrative that combines security and development, an instrument of personal and collective freedom and fulfillment, maintaining leadership on insurance investment products.

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Intesa Sanpaolo

Intesa Sanpaolo, with €422 billion in loans and €1.4 trillion in customer financial assets at the end of September 2024, 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.

News: group.intesasanpaolo.com/en/newsroom

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