

INTESABCI FORMAZIONE, TELEKOM AUSTRIA AND
M-TECH JOIN FORCES TO DEVELOP AND PROVIDE TECHNOLOGICAL
TRAINING FOR EUROPEAN CITIZENS

Milano, 20th February 2002. Training the Austrian population to use new technologies through a flexible and effective e-learning programme tailored to meet everybody's needs, this is the objective of a unique initiative undertaken by Telekom Austria, M-Tech and IntesaBci Formazione.

It is the first time that an Italian training company takes part in a major European project which involves not only employed personnel, but is also targeted to the weaker population categories such as: housewives, pensioners and the unemployed.

Thanks to the integrated skills of the three institutions involved, the project, called New Tech License (NTL), will provide people of every age, group and any background with the basic knowledge for the usage of modern Internet technologies, mobile phones, DVDs, CD-ROMs and other digital devices. Furthermore, all programmes will be provided in their national tongue.

The project starts in Austria for the very first time.

60% of the 3 million Austrians who are over 14 have never used the Internet, in spite of the fact that 59% has a PC and 63% has a mobile phone. Therefore though it is already equipped with a good technological infrastructure, the Austrian market still has great growth potential and e-learning represents the best solution to remain up-to-date with IT developments in today's information based society.

To guarantee access to as many people and target groups as possible, NTL programmes will be offered online, on CD-ROM and videotapes for individual training or through web-based virtual classrooms. The learning programme combines multimedia tools (video, audio, animation) with interactive simulations (tests and contacts with other students and teachers), entertaining elements and students' help and support (Call centre and NTL Club), which makes NTL a unique and cutting-edge initiative in its kind.

At the end of the e-learning programme, participants will receive an official certificate of the competence level achieved, which can be easily identified in the market and integrated with certificates from qualified partners of the initiative.

With its advanced and customized modules, NTL is able to assist small and medium enterprises, public and private institutions, telecom companies and professional groups such as teachers, with an efficient training programme, at competitive prices and fully tax deductible costs.

Learning modules will be commercialised starting from next April in Austria, then in Italy and Europe.

IntesaBci Formazione is the corporate university of Gruppo IntesaBci which is charged with the mission of training Group personnel. One of IntesaBci units is specifically dedicated to distance training of the resources in the Group's central structures and in other Group companies. This unit started its activities eight years ago.

IntesaBci Formazione boasts four training centres, equipped with technological classrooms, located in Angera, Vicenza and two in Milano.

The **Telekom Austria Group** is the largest telecommunications group in Austria with over 17,000 employees. In the first nine months of 2001 it generated revenues amounting to 2,905.5 million euro. Telekom Austria is listed on the Vienna and New York stock exchanges. The Group has four main strategic business areas, in each of which it is the leading provider Austria-wide: fixed line, mobile communications, data communications and Internet. Telekom Austria has also international operations in Liechtenstein, Croatia, Slovenia and the Czech Republic in the Internet and mobile communications business.

M-Tech is a special purpose company, created by Sonja Kohn for the development and marketing of the NTL project. Mrs. Kohn, international investment banker, is Chairman of FundsWorld Financial Services, the European online financial service platform, and serves on the Board of E-Lab, the company within Gruppo IntesaBci in charge of the definition and development of the web-related businesses both in Italy and abroad.

www.intesabci.it