

Community support

COMPANY POLICIES

The Group plays an active role in the areas in which it operates. The Code of Ethics draws attention to the requirements and needs of the community: this commitment consists of various activities which tangibly contribute to achieving sustainable development goals at a global level, such as the promotion of solidarity initiatives with projects set up through partnerships, donations, the sponsorship of important cultural and social initiatives, and the protection and promotion of the historical, artistic and cultural heritage of both Italy and the Group so that it can be enjoyed by the public as well.

With the 2018-2021 Business Plan, the Group intends to become an increasingly important exemplary model for society, developing key projects such as:

- Intesa Sanpaolo for disadvantaged people, which entails the extension of the “Cibo e Riparo per le persone in difficoltà” (Food and Shelter for disadvantaged people) initiative to guarantee 10,000 meals a day (3.6 million a year), 6,000 beds a month (72,000 a year), 3,000 medicines and 3,000 clothing items a month (36,000 drugs and 36,000 items of clothing a year) to people in need;
- Intesa Sanpaolo for culture, with the creation of a specialist unit for the promotion and proactive management of artistic, cultural and historical heritage to champion art and culture in Italy and abroad.

Projects and activities are promoted by the Group in order to respond effectively to the most important needs of communities, taking into account the objectives of the major international and national, public and private institutions that contribute to the determination of social policies. Actions are increasingly undertaken in collaboration with local entities and institutions in order to have a positive social impact. In line with the Group's core values, actions are carried out in accordance with the transparency and accountability criteria, and by implementing processes and procedures that aim to avoid any possible personal or business conflict of interest.

CONTRIBUTION TO THE COMMUNITY

Intesa Sanpaolo's commitment to the Community is substantiated annually in a range of various kinds of contributions which in 2020 totalled more than 190 million euro (194 million euro if we consider the contribution from the UBI Banca Group for the August-December period) an increase of 106% compared to 2019.

In 2020, cash contributions were classified based on their reason and broken down as follows:

- about 19% is made up of investments in the community: contributions characterised by long-term plans and/or strategic partnerships and/or of sizeable amounts. This percentage is growing compared to 2019 and represents the most important part of the Group's monetary donations, demonstrating the strategic nature of its activities, geared towards long-term partnerships that can guarantee real benefits and value for the territory.
- 19% is made up of commercial initiatives (sponsorships) that contributed to social causes while promoting Intesa Sanpaolo Group's brand and business.
- the remaining 62% is made up of non-recurring charitable gifts, of an occasional nature and for small amounts, including match giving initiatives (donations from the Bank during fundraising campaigns, combined with the donations from employees or customers).

The main action areas in which monetary contributions were made in 2020, driven by the COVID-19 health emergency were: healthcare for 105.8 million euro (2.5 million euro in 2019), support for art and culture, amounting to 28.6 million euro (51.2 million euro in 2019), social solidarity for 24.7 million euro (14 million euro in 2019), civil and humanitarian emergencies for 13 million euro (0.7 million euro in 2019), education and research for 6.4 million euro, whereas the amount given in 2019 was 7 million euro, and economic development for 2.8 million euro (5.6 million euro in 2019).

DONATIONS

Parent Company donations are managed through the Fund for charitable, social and cultural donations set out in the Articles of Association of Intesa Sanpaolo and entrusted to the direct responsibility of the Chairman of the Board of Directors, who submits biennial Guidelines for the approval of the Board which set out the objectives, strategic priorities and theme-based policies, including an annual Plan for allocating resources. The Regulations govern the management of the Fund and define the precise mechanisms for the selection of the proposed entities and projects, maintaining the principle of absolute separation of the initiatives regarding donations from the pursuit of commercial interests. With regard to the entities, the Regulations provide for the exclusion from the list of beneficiaries of those organisations involved in legal disputes, in matters relating to organised crime and the failure to respect human rights, peaceful coexistence and environmental protection. Only requests for specific projects with a clear social impact are assessed, and the institutions' ability to achieve the objectives stated in the project are preliminarily analysed on the basis of their previous direct experiences or that of similar bodies in terms of size and activity (track record). A rotation system is also used to ensure the widest and most flexible use of the Fund with a maximum limit of three consecutive years of supporting the same project. In addition, initiatives that receive sponsorship cannot be beneficiaries of donations at the same time.

The extract from the Regulations and biennial Guidelines are available on the Group's website.

As regards the risks of this activity, the Group has deemed that the area of donations is one of the potential areas that could lead to corruption. The Fund Regulations and the Group's Anti-corruption Guidelines have laid down precise rules to be followed in order to prevent such risks, which have been incorporated in the Fund's Operating Guidelines and in the digital donation request procedure.

THE CHARITY FUND IN 2020

In 2020, the Fund for charitable, social and cultural works of Intesa Sanpaolo disbursed over 16 million euro in support of about 750 projects carried out by non-profit organisations. 90% of the funds were disbursed in Italy. As every year, a part of the funds was used at the local level for small projects with a direct local impact, an expression of the community of reference and identified by the Regional Directorates.

The target of allocating a high share of resources (>70%) for donations to support initiatives benefiting more vulnerable sections of the population, operating according to a more stringent selection mechanism in relation to project and counterparty quality, was abundantly exceeded, reaching 92% (net of research projects).

In the 2019-2020 Guidelines for the Charity Fund approved by the Board of Directors, the priority Area for action is the Social area, which has been allocated most of the available funds (83% of disbursements made in 2020), whereas a smaller percentage is allocated for Research and Religious projects, and finally to Cultural initiatives for marginalised people in difficult situations.

As the Coronavirus emergency spread, the Charity Fund showed a commitment to support specific projects dedicated to the crisis, alongside actions not strictly related to managing the effects of the pandemic, but nevertheless reformulated in view of the changed context. Altogether, 6.4 million euro have been disbursed in favour of projects concerning COVID-19 (40% of these disbursements were made in 2020).

When the health emergency occurred in Italy, the Presidency decided to increase the annual budget dedicated to Research, providing over 1 million euro for scientific research projects on the Coronavirus. A total of 8 projects from major national institutions were given support to identify therapeutic targets, investigate genetically based responses to the virus, develop infection inhibitors, define predictive markers on the outcome of the disease and collect hyperimmune plasma for the treatment of the infection.

Upon the recommendation of the Board of Directors and in order to buffer the health emergency, the Fund extended the social areas of application envisaged under the Guidelines for the setting up of a temporary health emergency area for COVID-19 patients in the trade exhibition premises in Turin; the Fund also intervened in Bergamo and in the towns of the Val Seriana, with the training of socio-health professionals and key actors in the community (town councillors, priests, family doctors, educators) to develop a resilience capacity; in the province of Varese, with accompanying services for the elderly; in the suburbs of Milan and Genoa, with gifts for families having difficulties in buying food, medicine and devices for internet browsing and online communication and a helpline to provide psychological support; in Milan, Rimini, Cesena, Rome and Naples, with economic and educational support for families in need and for food distribution; in Trieste, with food and work support actions to families in a state of need; in Cagliari with shopping delivery services and hot meals to families in need and to healthcare professionals; in Milan, with psycho-educational actions aimed at children victims of violence made even more vulnerable due to isolation; in several cities in Italy, with art-based actions provided in schools to allow the pupils to process the life events they experienced during the lockdown and suspended face-to-face schooling; in Pordenone and Fidenza, with the activation of

tele-rehabilitation services for persons with Autism Spectrum Disorders; throughout Italy, ensuring continued home-help services for people suffering from multiple sclerosis.

The Fund also contacted the organisations it had supported in 2019, for actions at the end of 2020, ensuring maximum flexibility in re-organising their activities or postponing them and reallocating the resources according to the new needs arising from the crisis.

Also in 2020, the Fund continued to support projects on other social issues like: training for employment and job placement as a means for social inclusion, healthcare poverty and the fight against disease, physical and intellectual disabilities and inclusive amateur sports.

Fully in line with the actions already performed in previous years, the Presidency continued to make available a portion of the Fund's resources to contribute towards the achievement of the objectives in the 2018-2021 Business Plan. In 2020, a total of 2.4 million euro was donated to Caritas Italiana, Comunità di Sant'Egidio ACAP, Gruppi di Volontariato Vincenziano AIC Italia, Opera San Francesco per i Poveri, Piccola Casa della Divina Provvidenza - Cottolengo and Provincia Sant'Antonio Frati Minori – Antoniano for the distribution of almost 1 million meals in a year, i.e. about 2,600 meals per day.

The Fund continued to support projects within the three focus areas chosen for 2019-2020:

- educational poverty and dropping out of school;
- violence against women and children;
- senile dementia.

for which a total of about 3.7 million euro was disbursed.

As regards the subject of educational poverty and school dropouts, this issue was addressed with personalised programmes, non-formal and innovative teaching and educational/career advice workshops for pupils and training for teachers and educators. Particular attention was paid to children with Special Learning Disorders and Special Educational Needs and to pupils from a migratory background. In view of the COVID-19 emergency, great attention was devoted to the support of distance learning activities for students, parents and teachers. During 2020, the Fund also published "Presenti... Inclusi" - Guide to the initiatives against school dropouts, a reasoned summary of the themes shared and gleaned by the Third Sector organisations at the workshop with the same name, held in mid-October 2019.

The projects to combat violence which proved to be particularly important during the pandemic where a marked increase in complaints of mistreatment were seen, took the shape of activities geared to providing women and their children with accommodation, medical advice and free legal support. A range of Centres, Anti-violence Help-Desks and Shelters were provided with support throughout Italy. The activities developed included: psychological programmes, workshops and self-help groups designed to increase awareness and self-esteem and actions to achieve employment, housing and social independence for the women taken into care, as well as support services in achieving work-life balance.

Finally, as regards senile dementia, multidisciplinary services were given support to aid patients and their caregivers, with a particular emphasis on home care, Alzheimer Cafés, cognitive stimulation workshops, training activities and decline-prevention actions through proper nutrition, physical activity and socialising activities. In addition to these more traditional actions, some experimental projects were set up for the creation of "Città Amiche delle Persone con Demenza" (Friendly Cities for Persons with Dementia). In view of the COVID-19 emergency, a lot of space was given to the use of digital technology support to proceed effectively with the remote care programme, contain the behavioural issues of people with dementia and mitigate the sense of solitude of caregivers.

During the year, the Fund launched a structured activity of empowerment for the Third Sector entities with which it had fostered close relationships over recent years. A cycle of three online seminars was organised, entitled "Insieme Creare+Valore", which addressed the issues of planning, monitoring and reporting projects and their impact assessment. The topics were discussed from a theoretical point of view and also illustrated certain technical and operational aspects concerning the Fund's work procedures.

Lastly, collaboration continued with the International Subsidiary Banks Division to disseminate new methods of selecting, monitoring and reporting projects, following the example of the initiatives undertaken by the Parent Company. Following the spread of the Coronavirus emergency internationally, all banks were actively involved in identifying projects in their respective territories, in favour of individuals who were made even more vulnerable by the pandemic. Altogether, a total of five projects were given support (some of which in more than one country) in Bosnia and Herzegovina, Croatia, Moldova, Romania, Slovenia, Ukraine and Hungary with actions in favour of COVID-19 sufferers and healthcare workers, poor families, young care leavers from rural areas, children risking foster care, children with disabilities and at risk of deviance.

The Fund has also made available a substantial part of the resources allocated to international projects to reward worthy initiatives freely offered by non-profit entities and carried out within the scope of the Division. Six projects were supported in Albania, Croatia, Egypt and Ukraine.

Overall, disbursements in the countries where the Group is present with its subsidiaries exceeded 900,000 euro (more than half of the international donations).

The Fund has also continued the fight against poverty in the world with initiatives in countries with a low or medium Human Development Index. In particular, it is worth mentioning the various actions in favour of refugees, a target often forgotten by international public opinion: the Karen refugees fleeing the abuse from the Burmese army, Syrian families continuing to flee from armed conflict, migrants evacuated from Libya and in transit in Niger and the evacuees in Uganda from the Democratic Republic of Congo.

NOTEWORTHY SOCIAL INITIATIVES FOR THE GROUP

PRIVATE SOCIAL SECTOR AND A NEW RELATIONAL WELFARE MODEL FOR THE ACHIEVEMENT OF SUSTAINABILITY OBJECTIVES

With the onset of COVID-19, Italy, Europe and a considerable part of the world were hit simultaneously by four very serious crises, concerning health, economic, financial and social issues.

This scenario characterised the commitment of Intesa Sanpaolo, not only in terms of social initiatives, but also in defining its chosen role and model so as to qualifying its intervention.

In fact, by playing a new role in the private social sector, Intesa Sanpaolo has accompanied government measures with its own actions, so as to make an effective contribution and not to abandon anyone, thus taking up the challenge posed by the pandemic in terms of a paradigm shift, speed of adaptation and provision of an effective response.

The choice made was that of a Relational Welfare that generates Value Impact and facilitates the training of Communityholders within the Bank and within Society, with a business model based on three elements: planning, modelling and social competence center.

Along this track the Bank has confirmed its position as a Laboratory for social innovation and is realigning its planning capacity not only in quantitative but also qualitative terms, directing its actions to have an across-the-board impact where need is prevalent and thus contributing to the achievement of the Sustainability Objectives set by the Group in an ESG perspective. This is an extremely clear reference to the key objective expressed by the 2030 Agenda, of not leaving anyone behind and striving for greater well-being for all.

INITIATIVES TO COMBAT THE COVID-19 EPIDEMIC

In the difficult situation of combating the COVID-19 epidemic, a number of initiatives in favour of households and businesses were set up from spring 2020 onwards to support the efforts of institutions and society, with Intesa Sanpaolo showing the awareness of the responsibility that a large bank should take in a long, widespread and, in many ways, unknown type of emergency. In March, Intesa Sanpaolo made 100 million euro available to the Department of Civil Protection and the Extraordinary Commissioner for the Coronavirus emergency with the signing of a Protocol agreement, taken from existing funds earmarked for charitable actions, to support activities aimed at containing and overcoming the spread of the virus. Under this agreement, 88.5 million euro were managed through the Department of Civil Protection, and 11.5 million euro of donations were allocated directly by Intesa Sanpaolo to specific beneficiaries (ASST Papa Giovanni XXIII of Bergamo and the Veneto Region). These actions were accompanied by a contribution of 350,000 euro for the construction of the ANA (National Association of Alpine Regiments) field hospital at the Bergamo Exhibition Centre and 50,000 euro for the "Abitare la Cura" fundraising campaign launched by Eco di Bergamo, Caritas Diocesana, and Confindustria Bergamo. In addition, under the 2019 bonus, a sum of 6 million euro was donated by the CEO and Top Management to strengthen the health initiatives. The Board of Directors welcomed the decision made by the management and in turn contributed further donations. The free training program, started in partnership with Generation Italy (a non-profit foundation created by McKinsey & Company) was also of particular importance. This programme covered issues and techniques of personal protection, non-invasive ventilation and emergency management aimed at the staff in over 300 healthcare facilities throughout Italy (about 81,000 nurses and 22,000 doctors for a total of 102,409 healthcare professionals).

The solidarity initiatives aimed at supporting the difficult and delicate recovery following the health emergency also included the aid offered by Intesa Sanpaolo through two major interventions:

- the “Ricominciamo insieme – sostegno alle generazioni nella famiglia” (Let’s start again together - Support for the generations in the family) project, with a grant of 5 million euro to the Diocese of Bergamo;
- a donation of 5 million euro to the Solidarity Fund “Do.Mani alla speranza” and the Fund “In aiuto alla Chiesa Bresciana” for the programme of measures to support households and parishes in difficulty.

SOCIAL COHESION

Social cohesion is a prerequisite for achieving the Objectives set out in the 2030 Agenda. With this awareness, Intesa Sanpaolo is promoting a structural programme of relationships for the joint planning of national or regional actions, in favour of those in a position of disadvantage, struggling to reach that minimum threshold of well-being and dignity that should be the right of everyone. Within this area, “Aiutare chi aiuta” (Helping the helpers) is a particularly important project, which provides support for the new forms of fragility with a structured programme of actions, promoted by Intesa Sanpaolo and Caritas Italiana, to support the Italian dioceses involved in charitable emergencies. A control room, consisting of representatives from the partners, selects initiatives aimed at providing effective support to impoverished or marginalised people.

There are 3 lines of action: goods and material aid to the most deprived, with particular regard to food (warehouses, emporiums and canteens), clothing and medicines; houses or hospitality for people without a home or in conditions of housing difficulty; employment: orientation on services, traineeships, scholarships/work, support with the start up of small businesses, support for diocesan employment funds.

The Bank also launched a partnership with the CEI to monitor developments in situations of poverty and inequality and to define innovative ways of pursuing the common good and, in particular, to assist with the inclusion of people currently in conditions of poverty or marginalisation.

In order to promote social cohesion, the Bank is a supporting participant of the Fondazione Italia Sociale (Italian Social Foundation), whose mission is to promote a culture of philanthropy and civic spirit and to support national projects aimed at addressing social problems of significant impact, in particular on the lives of the most disadvantaged: to achieve this, the Foundation operates through the establishment of philanthropic funds or other financial instruments, with analysis, policy and advocacy activities and with direct projects or those in support of Third Sector bodies in Italy.

The Bank supports the Fondazione Centesimus Annus for its commitment in involving the world of entrepreneurship and professionalism in the dissemination of knowledge about the Christian social doctrine and information about the activity of the Holy See, favouring initiatives to develop the presence and work of the Catholic Church in the various areas of society.

INTESA SANPAOLO’S COMMITMENT TO COMBATING ADDICTION

The impact on society of drug addiction has extremely wide implications, since it is not confined exclusively to the private sphere of the drug consumer, but also affects the context in which that individual lives, assuming considerable social, political and economic significance. The social costs of drug use and the associated market are borne by citizens and directly and indirectly by the community.

The social actions, implemented in this area in 2020 by Intesa Sanpaolo, are based on the awareness that, in order to achieve sustainable development, it is essential to guarantee a healthy life and promote the well-being of all individuals at all ages. A particularly significant Partnership is the one with the Fondazione San Patrignano aimed at supporting that Community in its hospitality activities, promoting the San Patrignano WeFree prevention campaign on a local-regional basis and encouraging a virtuous path of social and circular economy actions.

INTESA SANPAOLO AND INEQUALITY: THE FIGHT AGAINST ALL FORMS OF POVERTY

In 2019, there were almost 1.7 million families in Italy in conditions of absolute poverty involving 4.6 million individuals, in particular children, foreigners and people living in the South of Italy.

In 2020, the health emergency linked to the COVID-19 pandemic exacerbated the economic and social conditions of the population: until last year the prevalent situation was that of chronic poverty (i.e. only those who were already poor remained so), but now there is a normalising of poverty in progress due to the growth of the “new poor”.

A recent report by Caritas shows that the incidence of the “new poor” has increased from 31% in 2019 to 45% in 2020, almost every other person who asks for help is doing so for the first time. In particular, the weight is increasing of families with children, of women, of young people, of Italian households - which are the majority (52% compared to 48% last year) - and of people of working age.

At the height of the lockdown, the Bank expanded its operations to support those in difficulty by developing measures that would be immediately effective in the evolving situation of serious social difficulty. These measures included: “Un aiuto a chi è in ospedale” (A help for those in hospital) with the distribution of 11,000 new items of underwear to patients in COVID-19 hospital wards in the most affected cities; the “Progetto Insieme” (Together Project) in partnership with the Fondazione Cariprato, providing support for families in difficulty due to the pandemic; “Una squadra fortissima con giocatori come te” (A strong team with players like you) which, in partnership with Panini, enabled the distribution to children in need of 18,000 football-player albums and 11 million stickers with the involvement of 67 organisations during the emergency; the Partnership with Esselunga and the Carabinieri of the “Pastrengo” Interregional North West Command for the distribution to needy families in Lombardy, Piedmont, Valle d’Aosta and Liguria of 3,500 food parcels equivalent to 61,635 meals.

In such an emergency, it was essential for the Bank to take action not only to strengthen the achievement of the objectives of the Intesa Sanpaolo Programme for people in difficulty (10,000 meals per day; 6,000 beds per month; 3,000 medicines and clothes), as envisaged in the 2018-2021 Business Plan, but also to promote projects capable of meeting the new needs generated by the pandemic with particular attention to the most affected areas of the country.

INTESA SANPAOLO FOR DISADVANTAGED PEOPLE

Meals

The four-year partnership (2018-2021) with the Fondazione Banco Alimentare Onlus assisted the long-term consolidation of the programme of recovery and redistribution of surplus food and contributed to the distribution of over 2,800,000 meals to charitable organisations in 2020.

The collaboration with the Banco Alimentare also continued with the “Siticibo” project, which in 2020 enabled the provision of more than 1,500,000 food portions thanks to the collection of surplus cooked and fresh food from catering establishments and large distribution organisations, and with the “Ri-pescato” project: from the illegal market to the solidarity market aimed at the seizure of illegally-caught fish and its subsequent distribution, which helped to supplement about 54,168 meals with portions of fish. In addition, the annual Food Collection Day was supported with an extraordinary economic contribution.

The collaboration with the Fondazione San Patrignano guaranteed almost 1,200,000 meals per year to fragile assisted people and the partnership with City Angels Milano ensured 30,000 meals to homeless people.

With regard to support for basic needs, the actions dedicated to meals for sick people and their families are particularly important:

- the partnership with Dynamo Camp guaranteed about 150,000 free meals per year to sick children, guests of the Association so as to participate in recreational therapy;
- the partnership with Vidas ensured almost 20,000 meals a year to children and their families housed in the 6 mini-apartments of the Casa Sollievo Bimbi Children’s Hospice in Milan, a paediatric hospice that was recently opened also thanks to the Bank’s contribution;
- the “Una Casa per la mia Famiglia” (A Home for my Family) project was extended to all the hospitals where the Programme for children with long-term stays is already operational, so as to strengthen the system of hospitality for families of long-term child patients in paediatric wards, allowing the distribution of about 140,000 meals.

The Partnership with the Bambino Gesù Children’s Hospital provides for the distribution of 4,000 meals per year offered to young patients with eating disorders together with play activities, group therapies and with family members for children with autism disorders. The partnership with the Sim-patia social cooperative was initiated to help people who are not self-sufficient, through the development of actions in favour of people with serious and/or very serious disabilities acquired as a result of irreversible personal events, such as vehicle

or pedestrian road accidents or degenerative diseases: thanks to the support of Intesa Sanpaolo, about 86 meals can be offered per day to resident and daytime guests.

Finally, at Christmastime the initiative called “Un Natale in Scatola” (Christmas in a Box) was promoted through the partnership with Intesa Sanpaolo Vita and the Caritas Diocesana di Lecce, which involves the distribution of 800 food parcels and the provision of vouchers for the purchase of fresh basic food necessities that will guarantee about 19,500 meals for the beneficiaries.

Hospitality

Hospitality projects relate to two areas: disease and healthcare commuting; poverty and marginalisation. The initiatives go beyond providing beds: beneficiaries of the actions are housed in welcoming, home-style accommodation, thus reducing the effects of hospitalisation, on the one hand, and fragility, on the other.

The partnership with Dynamo Camp guarantees about 50,000 free beds per year to sick children as guests of the Association so as to participate in recreational therapy, whereas the project developed with Vidas provides almost 3,300 beds for children and their families in the mini-apartments of the Casa Sollievo Bimbi Children’s Hospice in Milan. A new partnership was activated with the Fondazione San Patrignano to guarantee about 407,000 beds per year for fragile, assisted people.

The partnership with the Sim-patia social cooperative, aimed at developing activities for adults in the 18-65 age group affected by serious and/or very serious disabilities, will help to cover the costs of 28 beds for guests residing in the structure.

Clothing

The Golden Links project continued for the third consecutive year, which in partnership with Caritas Italiana aims to support people in difficulty with regard to one of their most sensitive needs, clothing – especially underwear and shoes – which can be difficult even for NPOs specialising in the collection of clothes to obtain.

Started as an experiment in Piedmont and Veneto in 2018, it is now a national initiative.

The Project has created a real chain of solidarity which, on the Bank’s initiative, involves Caritas Italiana, the regional diocesan Caritas offices and the Non-Profit Organisations of the Caritas network. Alongside them, two major clothing and underwear manufacturers, Calzedonia and Camomilla Italia, which are customers of the Bank, donated over 100,000 items of clothing to the initiative in 2020.

The pre-selection, packaging and (where needed) repair and preparation of the goods was performed by women in fragile conditions and by prison inmates.

The gift items were given to marginalised families assisted by Caritas networks in Veneto, Piedmont, Campania, Puglia, Basilicata and Calabria.

It is a community-based initiative with a circular approach that networks the best experiences of profit and non-profit partner institutions.

In addition, the Bank decided to activate an extraordinary Golden Links initiative: help for those in hospital, aimed at distributing 11 thousand items of underwear for quarantined patients in hospitals in Bergamo, Brescia, Cremona and Padua.

Medicines

The subject of the health emergency was addressed in synergy with the Banco Farmaceutico with a view to:

- consolidation, thanks to the continuation of the four-year agreement (2018-2021) on the initiative Recupero Farmaci Validi (Recovery of Valid Medicines) that in 2020 distributed more than 80,538 medicines to charitable organisations;
- the emergency, thanks to the “Un aiuto agli enti assistenziali” (Help for aid entities) project during the COVID-19 emergency, so as to supply non-profit welfare organisations in the Banco Farmaceutico network with Personal Protective Equipment and thus ensure their operational continuity in helping people in need;
- medium-long-term development, through a new agreement aimed at implementing and enhancing Banco Farmaceutico’s BFOnline Management Platform.

With a view to contributing towards the transition to a model based on the circular economy with impact on the real economy, the consolidation of the Recupero Farmaci Validi (Recovery of Valid Medicines) Project played its part, enabling in collaboration with the Banco Farmaceutico the distribution in 2020 of medicines in areas where the project has become operational.

PROJECTS TO SUPPORT CHILDREN

In its active role in support of the communities it operates in, the Group also carries out initiatives supporting children by working with significant inclusion projects.

INTESA SANPAOLO'S EDUCATIONAL PROGRAMME FOR CHILDREN WHO ARE LONG-TERM PATIENTS

In 2020, despite the pandemic, the Bank continued to support children in long-term care in oncology wards and their families, offering free nurseries to children aged 0-3, helping them with cognitive and emotional development through specifically designed programmes and qualified educators and providing mothers with significant support as, in most cases, they directly care for their child during their period in hospital.

The Programme, in partnership with local cooperatives that form part of the PAN Consortium, is active in cutting-edge hospitals in Padua, Bologna, Turin, Naples, Monza and Genoa.

Since the service was launched, 100% of the children of pre-school age in hospitals have been included in the long-term patient programme with positive results: scientific research conducted by AIEOP (the Italian Association of Paediatric Haematology and Oncology) has noted considerable psychological and behavioural improvements in the 320 children involved.

WE-CONNECTED!

The project, carried out jointly by Intesa Sanpaolo and Intesa Sanpaolo Vita, aims to equip the 32 houses managed in Genoa by the Fondazione Gerolamo Gaslini with computers and internet connections. The aim is to provide essential IT support to the guests at the facilities: young patients at the Giannina Gaslini Institute in Genoa and their families who face healthcare commuting, made even more difficult by the COVID-19 pandemic.

RESEARCH PROJECT ON "SPORT THERAPY AND PSYCHOLOGICAL WELL-BEING"

As part of the partnerships relating to the world of childhood to support sick children and their families, the Bank has launched together with the Comitato Maria Luisa Verga a scientific study for the development of care and assistance protocols related to the positive effects that physical activity can have on the levels of self-esteem and emotional and psycho-physical adjustment of long-term child patients in the paediatric oncohaematology wards at the San Gerardo Hospital in Monza.

PARTNERSHIP BETWEEN INTESA SANPAOLO AND THE BAMBINO GESÙ CHILDREN'S HOSPITAL

- The partnership supports the creation of two new Medical Centres dedicated to eating disorders and disorders relating to autism with the aim of focusing on the well-being of children and adolescents and giving effective support to their families through:
- the creation and continuous improvement of spaces providing care and support in cases of autism, with the possibility of increasing "Parent-Mediated Therapy" and "Small Group Therapy for Preschoolers";
- the assistance of children and adolescents suffering from eating disorders with particular attention to the spaces dedicated to lunch and afternoon snacks assisted by a nutritionist who facilitates and supports this time of eating.

WEBECOME – INCLUSIVE EDUCATION OF CHILDREN AND TEENAGERS

In 2017, Intesa Sanpaolo launched an innovative inclusive education programme aimed at primary school children to promote their inclusion and development of positive behaviour, responding to the need to address critical issues emerging in the area of childhood anxiety. The first phase of the project has come to a close, and addressed issues such as digital civic education, bullying and cyberbullying, diversity, addictions, food and nutrition (with a considerable focus on obesity and malnutrition), innovation and the development of individual potential. The issues were structured into eight courses, each with specific letters from the 'Alphabet for Growth' characterising them: M for maps to provide a guide to childhood disorders, U for uniqueness, T for together, C for closeness, F for flavour, A for aptitude, W for well-being, and R for relations. After completion of the design and setup phase, Webecome is being disseminated both within the Group, with the internal communication campaign "Porta a Scuola Webecome" (Take Webecome to School), and externally with the participation of the project team at conferences, meetings, festivals and events online and with social media campaigns. Due to the health emergency, a further plan was developed to facilitate the use of platform aimed at supporting teachers and parents with distance learning called "Banchi con le Ali" (Desks with wings); webinars were also made with experts to address the unease related to the management of this difficult period.

More than 1,500 schools were involved through active engagement with headteachers and town councillors with responsibility for education; over 19,000 users visited the platform and there were 170,000 page views of the project site.

QUBÌ – QUANTO BASTA PROGRAMME: THE RECIPE TO COMBAT CHILD POVERTY

To combat a terrible phenomenon such as child poverty, which affects about 20,000 minors and 10,000 families in Milan alone, the QuBi Programme was launched together with Fondazione Cariplo, Fondazione Vismara, Fondazione Fiera Milano and Fondazione Snam. The first important result was the creation of an integrated archive of administrative data on poverty in Milan, the creation of two Banco Alimentare hubs, the opening of four Caritas Solidarity Emporiums, and the creation of 23 Third Sector networks in 25 priority neighbourhoods of the city with the aim of building a system to support people and promote the activation of communities.

During 2020, the Qu Bi programme supported food emergency projects, in particular in partnership with the Caritas Ambrosiana and the Istituto Beata Vergine Addolorata.

“PER MILANO” ASSOCIATION

The Bank is a Founding Member of the “Per Milano” Association for those most in need, particularly disabled and socially vulnerable children. Last year the Association supported ten projects involved in medical and dental care, the creation of spaces suitable for recreational purposes, the development of assistance programmes for young people with motor disabilities, and workshops to help socialise young people with autism.

TRAINING AND WORK PROJECTS FOR THE NEXT GENERATIONS

PROGRAMME FOR ACROSS-THE-BOARD SKILLS AND ORIENTATION

The Z Lab project represents a constructive example of cooperation between the school and the world of credit, involving more than 2,500 students from 100 schools in 20 Italian cities. A more complete description of the initiative is available in the chapter People (see page 149).

RELATIONS WITH UNIVERSITIES

The commitment to guarantee young people the right to education is extremely important because it aims to reduce social inequalities, make the most of talented young people and create new jobs and therefore growth and economic development for the country. This commitment takes the form of partnerships with the main Italian Universities aimed at promoting school inclusion through support for study and research. The active partnerships allow a transfer of knowledge and skills from the universities to the Group while putting Intesa Sanpaolo’s know-how at the service of the academic community.

In addition, this support for research - an enormous agent for transformation for the Society’s sustainable future - contributes to the creation of new models of technology transfer and connection with the world of enterprise to generate value and growth.

During the year relations with universities were further developed, also through partnerships among the Group structures, with the aim of supporting inclusion and the right to study and promoting the central role of Education, Research and Training for Young People. Intesa Sanpaolo works in various ways with more than 60 Italian universities, all of which are the largest and most important in terms of positioning in national and international rankings, through partnership agreements that include employer branding, recruiting, and training initiatives; support activities for teachers and 1st and 2nd level Master’s courses, scholarships for students and PhD students, presentations and lectures by employees of the Group at universities, company visits and dissertations in the company; research and innovation projects. The Group also offers universities and colleges financial services like treasury management, employee agreements and student loans.

In 2020, 40 Agreements (Framework Cooperation, Implementation and Partnership Agreements) were signed and the collaborative projects were developed with the Competence Centres set up in the country (Intesa Sanpaolo is a partner in 2 of the 8 national Competence Centres, Smact and Bi-Rex, involving 13 universities and 2 national Research Institutes and cooperates with the other 6 Competence Centres, using various procedures).

One of the most important initiatives in terms of collaboration with Italian universities is the “P Tech” initiative of the Fondazione IBM, in which the Intesa Sanpaolo Group collaborates in the fight against pupils dropping out of school. Currently the project is active in the province of Taranto with a path specialising on the third year of upper secondary school with a view to accompanying the pupils over 6 years in a highly specialised training course featuring seminars and thematic workshops and afternoon in-depth development lessons that will provide specialised preparation as required in the new world of work. In 2020 Intesa Sanpaolo collaborated by providing 3 webinars and 9 mentoring meetings.

Its most notable contacts and partnerships with foreign universities include its collaboration with the Universities of Oxford and Cambridge.

GIOVANI E LAVORO - YOUNG PEOPLE'S ACCESS TO THE WORKING WORLD

“Giovani e Lavoro” (Youth and Work) is the programme, created by the partnership between Intesa Sanpaolo and Generation Italy, a non-profit foundation set up by McKinsey & Company, whose aim is to offer free training courses to 5,000 unemployed young people to help them acquire the skills that companies are seeking and facilitate their access to the working world, while at the same time offering companies qualified personnel with the objective of getting at least 75-80% of them hired.

The initiative, started in 2019 from the Italian geographical areas with the greatest development potential (Naples and Rome), was subsequently extended in 2020 to Bari, Turin, Milan and other Italian cities.

The proposed training programmes focus on short experience-based training courses (3-12 weeks) within specific professional sectors identified as those most in need within the Italian labour market. The programmes on offer include: sales assistant in the Retail sector; staff for the Hospitality, Food & Beverage sector; Java developer and operator of computerised numerical control (CNC) machines (activated in 2020).

In March 2020, due to the spread of the COVID-19 virus, activities related to the program were slowed with particular impact on the Retail and Hospitality, Food & Beverage courses and related job placements. In order to counter the spread of the pandemic, the selection and teaching activities were delivered remotely with a focus on the Java developer course (which best suits distance training).

Despite the impact of the pandemic, the results of the initiative at the end of 2020 showed growing improvements with about 1,400 companies involved, more than 15,000 students interested in the training programme (of which 5,800 in 2020), about 1,500 students placed in the classroom after the selection process (of which 740 in 2020), and a hiring rate of over 80% for the classes which completed their placement activities.

TRAINING AS A TOOL OF REHABILITATION

Employment is one of the pillars of integration into the social network. Thus, promoting conditions of employment for disadvantaged people means not only facilitating their social inclusion, but also giving dignity to those in situations of marginalisation and exclusion.

One of the initiatives set up by Intesa Sanpaolo is the “(ri) Abilita” ((re) Habilitate) Programme which aims to engage prison inmates and encourage them to do vocational training.

The “(ri) Abilita – Agricoltura sociale” ((re) Habilitate - Social agriculture) project promotes job placement opportunities in social agriculture for young people held at the Fornelli Juvenile Prison in Bari and hosts about 150 young people each year. Partner in the initiative is the non-profit organisation called Cooperativa Semi di Vita that operates in the Bari area with social agriculture initiatives. The project has a 15-month experimental period and takes care of about 20 young people, offering them opportunities that will help with their full reintegration.

In 2020 the action supported the social agriculture project “La Fattoria dei Primi” (The Farm of the First) for the use of 26 hectares of land confiscated from the Mafia in the Municipality of Valenzano (BA) with the construction of social market gardening. This is accompanied by the creation of a social market garden in the Bari suburb of Japigia. The Golden Links project, which is part of the ISP program for people in difficulty involving the collection and distribution of clothing, also has an across-the-board impact on the employment of disadvantaged people, because since 2018 it has occupied inmates from the Vicenza district prison and women in fragile conditions in the packaging of clothing parcels.

PROMOTION OF CULTURE FOR SOCIAL COHESION

Progetto Cultura is the three-year programme of initiatives with which Intesa Sanpaolo actively expresses its commitment to the promotion of art, culture and knowledge throughout Italy, in favour of the growth of the reference communities. Its inclusion in the 2018-21 Business Plan provides evidence of its importance as part of the Bank's mission and corporate policies. During the pandemic, Intesa Sanpaolo confirmed its position as a strong point of reference for the country and in this context the contribution from Progetto Cultura has been fundamental in supporting the artistic-cultural sector which, though hard hit by the crisis, is seen as one of the strategic elements in Italy's relaunch and future. The activities are conceived, realised and organised by the Art, Culture and Historical Heritage Head Office Department of the Parent Company, in cooperation with the main museums, local, national and international institutions, public and private entities, the Ministry of Culture and Tourism, Foundations, the scholastic and academic world and with professionals in the culture sector.

GALLERIE D'ITALIA

The Gallerie d'Italia in Milan, Naples and Vicenza make the most of the historic buildings and art collections belonging to the Group, hosting temporary exhibitions arising from original scientific projects in collaboration with museums all over the world, and provide a number of training courses and cultural activities. One of the exhibition venues is also the 36th floor of the Skyscraper in Turin, while Intesa Sanpaolo's fourth museum is still under construction in Piazza San Carlo. The Gallerie d'Italia are now internationally recognized as centres

of excellence within the range of Italy's cultural heritage.

The number of people actually visiting them in 2020 was obviously affected by the closure of museums to address the COVID-19 epidemic. In the months they were open, the Gallerie d'Italia recorded a total of about 210,000 visitors (almost 160,000 in the two months before the health emergency).

In training, educational activities and relations with schools the topics of accessibility and social inclusion have always been the strengths of Gallerie d'Italia. In just the first two months of the year, before the health crisis prevented their continuation, 678 workshops had been launched attended by 17,000 children and young people and 107 dedicated courses free of charge for people from socially vulnerable and disadvantaged backgrounds, attended by 2,000 participants.

THE NEW GALLERIE D'ITALIA: PIAZZA SAN CARLO IN TURIN AND VIA TOLEDO IN NAPLES

The project for Intesa Sanpaolo's new museum in Piazza San Carlo in Turin, completing the Bank's museum complex, was presented to the press on 14 January. The fourth site of the Gallerie d'Italia will be housed in the historic Palazzo Turinetti (about 6,000 m²) and mainly devoted to photography (with a particular focus on the Publifoto Archive of Intesa Sanpaolo), the digital world and contemporary art. The construction site for the transfer of the Neapolitan Gallerie d'Italia to the historic Banco di Napoli building in Via Toledo has also been started. The new monumental venue (about 9,000 m²) will be home to Caravaggio's masterpiece, and also to magnificent collections from archaeology to contemporary art, and the training activities involving the main local players will also be increased.

DIGITAL FRUITION OF THE ART COLLECTIONS AND EXHIBITIONS

Social distancing has made us think carefully about the importance and role of digital initiatives, as an increasingly important way for the public to access and enjoy cultural heritage, with great potential in terms of inclusion, and as a lever for the promotion and amplification of museum activities. In 2020 the Bank accelerated the production of online content on the Gallerie d'Italia website and social channels (dedicated to raising awareness about its art collections and exhibitions), also with reposts on the Group's platforms. The online initiatives for raising awareness about the exhibitions include:

- Canova | Thorvaldsen. Virtual tour. Launch of the immersive virtual tour dedicated to the exhibition, with explanations in sign language, which took place on the International Day of Museums promoted by ICOM on the theme "Museums for equality" (the social-media campaign achieved 8 million views and 462,951 interactions);
- Tiepolo. Immersive experience. Launch of an innovative virtual experience dedicated to the exhibition, with immersive 3D audio technology and a dedicated mini site (22,000 views with an average contact time of 5:50 minutes);
- Tiepolo. Virtual tour. Launch of the virtual tour, which allows interactive visiting to the exhibition, enriched by 8 in-depth videos on a choice of works and supplemented by the immersive audio experience (9,700 views with an average contact time of 4:10 minutes).
- Christmas Video. Launch on 22 December of the Christmas wishes video through the promotion of the exhibitions prepared at the Gallerie d'Italia (the campaign on the GdI social-media channels generated 20 million views and the content totalled 1.8 million views).
- Live streaming press conference of the exhibition called "Ma noi Ricostruiremo" (But we will rebuild) hosted in the Gallerie d'Italia in Milan and displaying photographs from the Intesa Sanpaolo Publifoto Archive, which since October 2020 has totalled over 400,000 visitors, 250,000 views and 19,000 interactions.

Online initiatives promoting the collections include:

- Publifoto on social media (since 9 April). Insights into the Publifoto Archive and the world of photography through a weekly feature (over 310,000 views);
- "In viaggio con Hector" (On a journey with Hector) (from 22 April to 2 July). Creation and development of a project aimed at families and in particular children, with interactive videos, quizzes and creative activities on a voyage of discovery of the historic buildings and collections of the Gallerie d'Italia (9 episodes and 131,672 views);
- "Un giorno al museo" (A day at the museum) (from 24 April to 6 July). Fruition and promotion of the works on display in the Gallerie in Milan with videos featuring Luca Massimo Barbero, the associate curator of the ISP contemporary and modern art collections, in conversation with the public, through a partnership with Sky Arte HD and Good Days Film (20 episodes and 169,647 views).

CULTURAL PARTNERSHIPS

Through dynamic forms of partnership, Progetto Cultura provides support to important institutions and cultural initiatives in Italy (exhibitions, festivals, art events, photography, music, theatre, archives, publishing and reading). In particular, the Group's contribution has enabled the implementation of initiatives that, in response to physical distancing, have allowed events to be reorganised and converted into digital events, that are rebroadcast on Intesa Sanpaolo's social channels and Group website. These include:

- Cortona On The Move. "The COVID-19 Visual Project": together with the team of the "Cortona On The Move" Association, whose International Photography Festival Intesa Sanpaolo has been supporting since 2018, a permanent and continuously updated digital archive has been designed and created (online since May with 853,345 individual users) that documents the effects of the pandemic in the world, through photographic projects. The works (currently 54 on the platform) are commissioned to internationally renowned photographers;
- Turin International Book Fair. Support for the innovative online versions marking the 2020 edition of the Book Fair, which Intesa Sanpaolo has been a partner of for 13 years: SalTo Extra, SalTo Notte and Vita Nova;
- Archivissima and Notte degli Archivi, Turin. Support for the 3rd edition, in digital format, of the Archives' Festival and "Notte degli Archivi" (Night of Archives); (Archivissima platform: 125,000 individual views; ISP social channels: 17,244 views)
- Quadriennale d'arte, Rome: Intesa Sanpaolo is a partner of the 17th edition of the Rome Quadriennale d'arte entitled "Fuori"; the Q-Rated training project was also given support, involving an operation for mapping young Italian art and a moment for curatorial research and investigation, which took place in the two years before the 2020 edition of the Quadriennale (6 workshops in different Italian cities, with 120 artists and curators under 35);
- Artissima. International Contemporary Art Fair in Turin: this year Intesa Sanpaolo became a partner of Artissima, one of the most important fairs in this sector in the world. The 27th edition of the event took place in an Unplugged version and included, among the virtual initiatives, two important Intesa Sanpaolo projects hosted on the artissima.art platform: the digital exhibition "Folle", which displays a core of images from the ISP Publifoto Archive (11,000 views); the study day in digital format called "Linee di Energia" (Energy Lines) dedicated to the restoration of contemporary works of art.

RESTITUZIONI

Restituzioni expresses Intesa Sanpaolo's commitment to the defence and promotion of Italy's historical and artistic heritage. It is the most important programme of restoration in the world and is considered an exemplary form of synergy between public and private entities. It has been managed by the Bank since 1989, in partnership with the Ministry of Culture and Tourism and the relevant local entities responsible for the protection of works of art.

The actions in the 19th edition of the programme (currently still in progress) include 218 works from all the Italian Regions – in addition to one work from France – and involve 52 protection Entities (Government departments responsible for cultural heritage, Regional Directorates of Museums and Autonomous Museums), 80 owner Entities (including museums, churches and archaeological sites) and hundreds of art historians and restorers.

ARTISTIC HERITAGE

The Group's art portfolio consists of over 30,000 works. In size and quality, it is one of the most important Corporate Collections. The Group's art collections are constantly involved in measures for their conservation, study, promotion and sharing.

In 2017 Intesa Sanpaolo pioneered the process of revaluation to fair value of the balance sheet value of the core of works within its priceless artistic collection, developing a procedure aimed at ensuring the formal and substantial correctness of the adoption of the chosen accounting standard (IFRS 13 Fair value measurement). This operation, divided into three-year cycles and conducted jointly with the Administration and Tax Head Office Department, follows international best practices. In 2020, at the end of the first three years, a new fair value measurement was made by an independent company (indicating fair values in today's market) of the 3,700 works or so belonging to the prestigious artistic heritage class. The updated value amounts to 294 million euro.

As part of the process of integrating the art collections from UBI Banca, the "valuable art assets" scope was defined on the basis of the same criteria used for the Intesa Sanpaolo's art collection. Out of the approximately 6,000 assets belonging to the UBI collections, 721 were considered valuable art assets and measured at fair value (for a total of 27 million euro).

HISTORICAL ARCHIVE

The Historical Archive of Intesa Sanpaolo is one of the largest corporate archives in Europe. It not only represents the Group's historical records but is also a highly valuable cultural heritage asset for the community. In 2020, the basic works on preserving documents continued and the activities of digitalisation of the documents intensified. Particular attention was paid to the Publifoto Archive (restoration, digitalisation and promotion), one of the most

important photographic heritage collections in Italy covering the 20th century, also with a view to the future opening of the Gallerie d'Italia in Turin. There is also an important and well-established partnership between the Historical Archive and Italian Universities, which plans to organise teaching projects and research work.

OFFICINA DELLE IDEE

The projects of the Officina delle Idee offer young people various expressive, training and professional opportunities. Precise areas of action have been identified, consistent with the main strands of Progetto Cultura (conservation and promotion of the Group's collections and also of the national historical and artistic heritage). The actions – scholarships, research projects, training courses – are conducted in collaboration with important public and private institutions.

The Euploos Project. Gabinetto dei Disegni e delle Stampe, Uffizi Galleries in Florence, is the innovative project which involves a working group (young art historians, photographers and computer scientists) in the creation of the digital catalogue dedicated to the works of the Gabinetto dei Disegni e delle Stampe of the Uffizi Galleries; in 2020, 5,000 documents were catalogued (including catalogue cards and photographic reproductions).

One hundred young art historians are permanently working in the Gallerie d'Italia, engaged in the management of museum services, as part of the collaboration with Civita (reception and assistance with the visit, ticket office, educational paths and guided tours).

TRAINING ACTIVITIES FOR YOUNG PEOPLE

The training activities for young people have always been an important element in the Progetto Cultura, a sort of "Gallerie d'Italia Academy", with a particular focus on guidance towards professions in the cultural and managerial sector. With this in mind, the first edition of the Executive Higher Education Course was launched with a course on "Management of artistic heritage and corporate collections", geared to providing specific skills in the management of cultural heritage. This unique project in Italy, is achieved with the Fondazione Compagnia di San Paolo and the Fondazione Cariplo, in partnership with Intesa Sanpaolo Formazione and the Fondazione 1563 per l'Arte e la Cultura and designed with the scientific contribution from the Fondazione Scuola dei Beni e delle Attività Culturali. Enrolments were opened in December and the course, which has obtained the patronage of the Ministry for Culture and Tourism, was launched in February 2021. The social-media campaign on the launch of the course gained over 14 million views with about 6,000 clicks to the ISP Formazione page.

PUBLISHING AND MUSICAL INITIATIVES

The publishing projects completed in 2020 in partnership with Skira consolidated the objectives for disseminating and promoting awareness of the cultural heritage of the Group and of Italy, in harmony with the Progetto Cultura guidelines. The measures to promote awareness about ancient, classical and contemporary music were also significant. In addition to contributions towards the organisation of concert cycles by important Italian music institutions, the forms of collaboration also include training programmes aimed at young musicians and youngsters belonging to disadvantaged categories (such as "Esperienza Orchestra" of the Filarmonica Teatro Regio in Turin for young secondary school leavers, or the projects of the Associazione Alessandro Scarlatti from Naples involving young people from disadvantaged neighbourhoods in the Neapolitan city).

INITIATIVES IN SUPPORT OF THE COMMUNITY

The promotion of art and culture is a commitment that has always distinguished the work of Intesa Sanpaolo, in the belief that a major bank must be able to meet the expectations of progress in its own country, not just from an economic point of view but also civil, cultural and spiritual, while respecting local identities. Intesa Sanpaolo strives to respect the Group's (ethical, cultural and social) principles and values also in its partnership and sponsorship initiatives, paying particular attention to the selection of projects capable of conveying messages in line with the image and reputation of the Bank and Group.

Relations between Intesa Sanpaolo and local communities are developed through activities supporting culture and knowledge; research and innovation to foster new economic and social development opportunities, with solidarity programmes and initiatives to promote sport; and sustainability as a value that qualifies businesses and enhances customer loyalty.

Community support initiatives were also significantly impacted in 2020 by the health emergency, and saw large deployment of skills, resources and actions to support families and businesses directly and indirectly affected by the consequences of the epidemic.

OPERATIONS TO SUPPORT AREAS AND COMMUNITIES IN COPING WITH THE COVID-19 HEALTH EMERGENCY.

Support for communities affected by the COVID-19 health emergency has been provided through a series of local initiatives in numerous Italian cities, in particular in the cities of Bergamo and Brescia, strongly affected by the coronavirus pandemic since spring 2020, through the contribution to and sponsorship of initiatives for the benefit of hospital facilities (ANA Field Hospital at the Bergamo Exhibition Centre, Fondazione della Comunità Bresciana onlus) and hospitality for patients unable to complete their period of isolation in their own homes (Abitare la Cura); through the collaboration with the dioceses of the aforementioned cities in Lombardy, various programmes were successfully developed aimed at combating poverty and vulnerability, exacerbated by the health emergency.

At the same time and through the sponsorship of a series of initiatives with a great media fanfare, considerable emphasis has been given to raising the awareness of the community to the importance of research in combating the COVID-19 health emergency. The most important initiatives included the presentation of the Spring Summer 2021 collection of Maison Dolce&Gabbana, during which a certain promotional prominence was given worldwide to the fundraising campaign in favour of the Fondazione Humanitas per la Ricerca chaired by Professor Alberto Mantovani, and also the television programme "L'Italia che fa" broadcast on RAI2, which presented various initiatives supporting efforts to combat the COVID-19 emergency, described by representatives of the Group, and promoted the For Funding platform with regard to fundraising initiatives.

Intesa Sanpaolo, moreover, contributed to the emergency fund "Fondo di emergenza per provincia di Cuneo e sud Piemonte", promoted by LVIA – Associazione Internazionale Volontari Laici, with the aim of launching urgent front-line support initiatives for the provinces of Cuneo, Asti and Alessandria more significantly affected by the extraordinary floods on 2 and 3 October 2020.

CULTURE AREA

The main cultural activities include the promotion of music, theatre, dance, cinema, art, publishing and reading with a particular focus on young people. To ensure that an increasingly wider public is able to enjoy and appreciate Italy's artistic and cultural heritage, the Bank collaborates with leading bodies and institutions also with the aim of getting the new generations to try opera, music, art and culture in general.

Some of the most notable partnerships with major Italian theatres include: Teatro alla Scala, Turin's Teatro Regio, Teatro del Maggio Musicale Fiorentino, Teatro La Fenice in Venice, Teatro di San Carlo in Naples, Teatro Comunale of Vicenza, Teatro Comunale in Bologna, Piccolo Teatro, Teatro Franco Parenti, Teatro Piemonte Europa and Teatro Stabile del Veneto. One of the more notable projects is La Scala UNDER30, in collaboration with Teatro alla Scala, which seeks to get younger generations interested in opera and classical ballet.

A few exhibitions were also given sponsorship during 2020: "La riscoperta di un capolavoro – Il Polittico Griffoni" (The Rediscovery of a Masterpiece – The Griffoni Polyptych) at the Palazzo Fava in Bologna, "Natura in posa. Masterpieces from the Kunsthistorisches Museum in Vienna in dialogue with contemporary photography" at the Complesso di Santa Caterina in Treviso, "Incontri a Sutri. Da Giotto a Pasolini" (Meetings in Sutri. From Giotto to Pasolini) at the Palazzo Doebbing in Sutri and the "Il teatro si mostra" (Theatre on display) project at the Teatro Stabile del Veneto. All these initiatives were forced to close or be suspended during the months of the health emergency but they succeeded in inventing new display methods with high quality virtual tours and digital content.

Key partnerships with major music, dance and performing arts festivals were also supported: MITO SettembreMusica International Music Festival, Piano City Milano, the Festival dei Due Mondi in Spoleto, Rossini Opera Festival, TorinoDanza, Torino Jazz Festival, Jazz in August, Trame Sonore and the downsized summer festival of the Umbria Jazz and JazzMI Foundation, with around 100 concerts, and featuring big international stars and Italian and European up-and-comers in the world of jazz. Another similar event where support was provided was "Torino a Cielo Aperto" (Open Air Turin), a festival of cultural and recreational events, created by the City of Turin with the main objective of inviting its community to regain possession of its public spaces and parks after the lockdown due to the health emergency, transforming gardens, parks and squares into ideal stages for concerts, theatrical shows, meetings, performances and listening sessions.

In the context of the COVID-19 health emergency and due to the limitations imposed by social distancing policies, digital media played a key role, because it filled a gap, widened the audience base, allowing people to try out the world of culture, and reached a larger range of the public, unrestricted by regional boundaries.

When the health emergency ends, digital media may become a supplementary element for the face-to-face cultural events on offer, enhancing the moments before, during and after the live event, completing it and enriching it with extra content.

In 2020, Intesa Sanpaolo collaborated once again with artist Roberto Bolle to put on the On Dance event. After the months of lockdown and the subsequent months of suspended theatrical events, in September Roberto Bolle was eager to offer the programme again, as a sign of hope and desire to start again for an art form like dance which was among the most severely affected due to the ban on physical contact and shared experiences as a consequence of the health emergency last spring. Roberto Bolle is an example for many young dance enthusiasts and is committed to disseminating and providing access to dance as well as promoting talent, while showing a certain sensitivity towards difficult social situations.

In October, moreover, on the occasion celebrating the 75th anniversary of the United Nations, Italy took an exclusive video performance to the United Nations HQ, conceived for the occasion with the Teatro alla Scala, and featuring Roberto Bolle and top names from the La Scala ballet company, as a tribute to dance, its history and its most popular pieces and an invitation to reflect on the experience of the pandemic and its impact on all spheres of individual and community life.

In this perspective and in continuity with Intesa Sanpaolo's traditional commitment to publishing and cinematographic initiatives, this year also provided opportunities for supporting important cultural exhibitions such as BookCity, the Turin International Book Fair, with events being streamed and in bookshops around Turin, La Milanese and the Premio Campiello. When Banca IMI was merged into the Parent Company, Intesa Sanpaolo also arranged for the production, with the support of its Historical Archive, of a documentary outlining the history of IMI and the decisive role it played in the process of modernisation and industrialisation of Italy over almost a century.

The partnership with the Osservatorio Permanente Giovani-Editori (Young Publishers' Forum) continued in 2020 with the Young Factor project, an initiative in synergy with other financial education initiatives developed by the Group.

As part of the initiatives dedicated to Christmas, Intesa Sanpaolo participated in the project of "Natale degli Alberi" (Christmas of Trees), directly collaborating with the City of Milan, which invited major economic forces in the area to "light up" the City for the festivities, demonstrating the resilience and tenacious spirit of Milan. Intesa Sanpaolo commissioned the architect Michele De Lucchi to develop a lighting installation to be placed before the Santuario di San Giuseppe, which was designed so that all the materials could be reused at the end of the installation and to show a sign of responsibility towards nature and a sustainable approach in architectural design.

ENVIRONMENT AND SUSTAINABILITY AREA

The long-standing partnership with FAI (the Italian Environment Fund) continued with the "I Luoghi del Cuore" (Places of the Heart) project, gathering observation reports from the public about places of historic and artistic interest and landscapes worthy of restoration work, as part of the 10th census. Today the FAI census has become one of the most surprising social aggregation tools in Italy. Over the nine editions, there have been a total of 7.2 million reports made in favour of a whole range of sites throughout Italy. This is proof of increasing attention paid towards safeguarding the historic heritage and identity of Italy.

In 2020, the partnership with the Trento Festival of Economics was again renewed on the theme of "Environment and Growth", with a view to reflecting together with political and institutional representatives on the fact that economic growth does not necessarily have to lead to environmental damage and on the ways such a course of action may be implemented.

Lastly, the collaboration with Vittorio Brumotti continued and involved initiatives on promoting sustainable mobility (Urban Award), in addition to projects dedicated to upper secondary school pupils, with the aim of encouraging them to reflect on the importance of investing in human capital and thus the discovery and enhancement of their own talents in order to be masters of their own future.

Since 2020 Intesa Sanpaolo has also been a supporter of the "One Ocean Foundation" whose aim is to protect the oceans. With this in mind, there is a commitment to introduce the perspective of the business world by analysing the level of awareness of companies in relation to direct and indirect pressures exerted on the oceans and by studying the responses developed to manage these pressures and their dissemination and effectiveness.

SOCIAL INCLUSION AREA

Intesa Sanpaolo supports research as a means to promote new economic and social development opportunities, with collaborations with leading foundations and institutions, and also learning opportunities for young people and for promoting the inclusion of women in the workplace.

#Tuttomeritomio is the project conceived by Intesa Sanpaolo with the Fondazione CR Firenze and in collaboration with the University of Florence, the Regional Education Department and the Fondazione Golinelli with the aim of promoting the merit of students belonging to socially and economically disadvantaged families. The project will involve a total of over 400 students over a 6-year period that will be supported throughout their education with important financial support and mentoring.

In 2020 there were also initiatives to support distance learning: support for the Salone dello Studente, divided into numerous regional stages, the Festival dei Giovani, organised during November by LUISS, which hosted contributions related to the theme of the Circular Economy and school inclusion and Time4Child which in its first edition offered ample space to the Museo del Risparmio (Savings Museum).

It is worth mentioning the Concerto Giornata della Memoria (Remembrance Day), an annual event organised by the Giuseppe Verdi School of Music in Milan in partnership with Associazione Figli della Shoah, the Jewish Community, Fondazione Memoriale della Shoah and Fondazione CDEC for the "International Holocaust Remembrance Day" commemorative events. The Lideriadi choir performed Leonard Bernstein's "Chichester Psalms", with the students of the Conservatory as orchestra, soloists and conductor.

Lastly, we would like to highlight the partnership with the Intercultura Foundation, which promotes and organises international exchanges between young students.

WOMEN'S EMPOWERMENT

Poverty in Italy shows that there are still too many inequalities that affect the population in general, but the numbers also confirm that it is women that pay the highest price: 2.277 million live in poverty (more numerous - in absolute terms - than children, young people and the elderly).

And while economic and employment discrimination generally applies to all women, the situation is certainly even more critical for those women who have survived male violence and for whom the difficulties in achieving independence, including financial independence, often increase exponentially.

Intesa Sanpaolo's commitment in 2020 featured measures aimed at promoting the empowerment of women in fragile conditions with the "Donne oltre confini" (Women across borders) project. Being committed to gender equality and the enhancement of female talent, the Bank launched a partnership for the two-year period 2020-2021 with the "D.i.Re Donne in rete contro la violenza" (Women networked against violence) to offer joint initiatives to assist with the full reintegration of women victims of violence.

The focus of the partnership is on women coming out from paths of violence and/or Shelters, who are provided with "Doti Autonomia" (Independence Endowment), i.e. small sums to open up a concrete opportunity to the women for a new life.

Following the theme of Women's Empowerment, the Long-Term Child patients Program also had an impact, as it allowed job placements for 11 educators in the nurseries at the paediatric oncology wards of the Program's Partner Hospitals.

As stated in the 2018-2021 Business Plan, the Group has included the theme of inclusion among the strategic objectives of the company. As evidence of Intesa Sanpaolo's commitment to these issues, in 2020 it supported a series of initiatives in this area:

- About Women, a series of dialogues on the role of women in society and work as part of the Venice Film Festival, focused on the topics of the salary gap and gender discrimination in the professional field;
- Global Inclusion, an initiative set up with the intention of furthering the contribution of inclusion policies within companies as a competitive lever for the development of organisations;
- Inspiring Girls: a project promoted by Valore D, an association founded in 2009 and that for ten years has been committed to gender balance and an inclusive culture in organisations;
- STEMintheCITY: an initiative promoted by the Municipality of Milan with the support of the United Nations having the objective of removing the cultural stereotypes that alienate girls from technical-scientific schooling and careers.

With regard to inclusion, it is also worth mentioning the fifth edition of Women Value Company, promoted by the Bank together with the Bellisario Foundation, which is a prize awarded to small and medium-sized enterprises that have stood out for implementing gender equality policies, to ensure men and women have equal opportunities and recognition in their careers.

AREA FOR THE ENHANCEMENT OF SPORT AND HEALTH

The Bank contributed together with Friends for Health Onlus and the A. Gemelli Policlinico Universitario Foundation towards the running of the tenth edition of Tennis & Friends, an event which combines Health, Sport, Entertainment and Solidarity to promote the culture of disease prevention. Due to the COVID-19 pandemic emergency, this year's edition was a special edition, renamed "Salute al centro by Tennis & Friends" (Focus on health by Tennis & Friends). The event took place as usual at the Foro Italico in Rome, but it was possible to follow it exclusively in live streaming. The health awareness activities (usually conducted directly at the Foro Italico) took place at the clinics of the public and private healthcare facilities of the Tennis & Friends partners.

Lastly, in 2020, Intesa Sanpaolo renewed its support for the second edition of the Global Health Festival, the event dedicated to sharing ideas and views about the great challenges of modern medicine on a global scale. The festival took place in Padua and focused on three main areas: health, economy and environment. During the sessions of the Festival many topics were addressed, like the scientific and institutional situation, the social determinants of health, environmental sustainability and the role of civil society and international cooperation. 60 events were held throughout the city and 80 speakers took part, including eminent figures from national and international scientific research.

As confirmation of its commitment to disseminate among young people the importance of doing sport for healthy growth, between the end of 2019 and early 2020, Intesa Sanpaolo supported Campioni di Vita (Life Champions), a series of itinerant meetings aimed at upper secondary school pupils with the aim of raising awareness among young people of the values associated with sport, and in particular sports activities by those who are disabled. In the course of several meetings, the young students listened to the testimonies of two icons of Italian sport, Andrea Lucchetta and Adriano Panatta, and Paralympic athletes Oney Tapia and Federica Maspero.

In 2020 Intesa Sanpaolo also renewed its support for "CORRI LA VITA" (LIFE RUN), a sporting event created to help women affected by breast cancer and to finance projects involving prevention, early diagnosis and treatment of this disease.

RELATIONS WITH THE MEDIA AND THE ASSOCIATIONS

In 2020 the Media and Associations Relations unit continued its activity aimed at spreading knowledge of the Group's projects and consolidating the Bank's reputation through the management of relations with the media, and the preparation of content for the website and its social-media channels. All this took place ensuring the credibility of all news flows to the media: newspapers, radio, television and web, covering economic, general and specialist information, with distribution at local, regional, national and international levels.

The year 2020 saw the management of relations with the media focus on two overriding themes: the Public Purchase and Exchange Offer as regards UBI and the Bank's initiatives in support of the country, its businesses and families to combat the pandemic. Regarding the first topic, the objectives of the operation, its benefits for shareholders and for the financial system, the values of the Group, including the protection of employment levels and company results were a constant focus with respect to the media, characterised by maximum openness and transparency. At the same time, the increasingly widespread and unexpected spread of COVID-19 meant that the Bank had to communicate clearly and effectively about its initiatives in favour of the national health system, highlighted by its donation of 100 million euro (one of the largest in Europe), and in support of the real economy, with loan suspensions and the provision of loans to businesses and households, and numerous projects that were enhanced and initiated with the aim of encouraging a reduction in inequalities.

In 2020, approximately 20,000 articles were published about Intesa Sanpaolo with peaks in February and July, excluding the articles merely mentioning the Bank, and a constant positive sentiment (Eikon analysis). A recent IPSOS survey found that the press office service offered by Intesa Sanpaolo is one of the most highly appreciated according to 75 interviewed journalists, due to the clarity of its communication strategy, preparation, speed of response and approachability.

Moreover, in 2020 a significant amount of editorial content was produced, designed to proactively draw the attention of the public and stakeholders on the strategy, results and initiatives of the Group. In addition to the usual activities of information to and from the press, the Media and Associations Relations unit produced content of an informative nature geared to reach a wider audience and maintain a constant level of information during the phases of lockdown, exploiting the capillary effect of digital channels.

In the Newsroom section on the Group website (group.intesasanpaolo.com/it/sala-stampa/news), managed by the Media and Associations Relations unit, over 360 News items and In-depth articles were published, optimised for improved indexing in the search engines.

Moreover, the unit produced two digital and paper-based brochures, dedicated to the Group's sustainability and inclusion initiatives (January) and the initiatives performed during the COVID-19 emergency in favour of households and businesses in Italy (July). Both brochures were sent to customers, shareholders, employees and other stakeholders.

About 1,340 tweets were posted during 2020 via the Twitter profile (@IntesaSanpaolo), managed by the Media and Associations Relations unit. The social-media activity was used not only to boost the dissemination of press releases, News items and In-depth articles, but also as a sounding board for a few fundraising initiatives. The campaign associated with the Scena Unita fund in support of entertainment workers generated about 90,000 views without any advertising investment.

The unit also manages the Group's institutional relations with ABI and, at a national level, with other industry and trade associations and their think tanks which the Bank belongs to, promoting and directing its relations. In 2020 the unit coordinated 16 public consultation procedures activated by national regulators with the intermediation of ABI and 31 consultation procedures activated by European regulators in collaboration with the European Regulatory and Public Affairs unit; it promoted a structured activity of contacts and relations with top management and operational representatives of 29 regional associations of Confindustria and 20 national trade associations for the promotion of extraordinary measures to support businesses and households that the Bank set up in response to the COVID-19 emergency. The unit is also working with some think tanks on research projects, particularly on growth, solidarity and cohesion.