

PRESS RELEASE

CheBanca!:

CheBanca! reaches funding objectives for the year two months ahead of schedule

In its first year of existence, **CheBanca!** has recorded commercial **results** far beyond expectations: **€5.3bn in deposits**, and **170,000 current accounts opened**.

The **market** has given clear signs of its **appreciation** of CheBanca!, rewarding it for its transparent, **efficient and distinctive approach**. The results achieved are even more positive given the current market conditions.

Since **January 2009** – as brand recognition has increased, the **speed of product acquisition** has picked up considerably, reaching an average of **2,000 products sold daily**, and up to 50 accounts per branch. This growth was spread **across the whole of Italy**, with the majority being in **Northern Italy (60%)**, followed by **Central Italy (22%)** and **Southern Italy (18%)**.

The **challenge** facing CheBanca! is to provide its customers with a **modern** and genuinely **multichannel** bank: it is the **customers** who **choose** which **channel** to use, in the certainty that they will find the same **products on offer** in all of them at all times. The real innovation is putting the **bank** at the **service** of the **customers** and their real needs, rather than the bank imposing the channel which it believes to be most practical or convenient.

One example will suffice: the adoption of “shop” hours for CheBanca! branches. This innovation has been so **successful** with the public that it has **accelerated** the bank’s plans for **geographical expansion**. Indeed, by **June** the **CheBanca!** network will have **50 branches** spread throughout Italy.

Two important new products are scheduled for May:

- **“Mutuo Risparmio”**: a real innovation in the mortgage world; floating rate mortgage which allows customers to manage their repayments actively.
- **Easy home banking**: where images and **icons guide** customers **intuitively** in managing their savings