

PRESS RELEASE

BPER Group and UnipolSai: a new distribution agreement introduces the Assurbanca model

The agreement concerns the promotion of insurance products in branches of the BPER Group and banking products in agencies of UnipolSai Assicurazioni

Modena – 22 April 2020. A distribution agreement between the BPER Group and UnipolSai Assicurazioni was finalised yesterday, introducing a new model called Assurbanca and, at the same time, reinforcing the Bancassurance model already applied in the Banking Group.

The agreement, signed by the Deputy General Manager of BPER Banca Stefano Rossetti and by the General Manager of UnipolSai Assicurazioni Matteo Laterza, identifies two specific macro-solutions:

- Assurbanca: UnipolSai agencies will be able to promote BPER Group banking products to their customers, both private individuals and firms (up to 10 million in turnover);
- Bancassurance: BPER Group branches be able to promote UnipolSai insurance products to their customers in the corporate segment, in addition to the Arca Assicurazioni catalogue.

The sales activity will then be completed directly by the respective networks, each for its own products. The agreement will allow significant synergies for the BPER Group, generated by the AssurBanca and BancAssurance activities, with additional business possibly coming from over 200,000 new customers and around 40,000 insured firms.

The Chief Executive Officer of BPER Banca Alessandro Vandelli comments: *"We are very pleased with this distribution agreement, which is an absolute novelty in the Italian banking and insurance landscape. We intend to build an integrated operating model to maximise the partnership with UnipolSai and the range of products and services we can offer our customers, with a view to satisfying their needs in the best possible way. The agreement will also allow the BPER Group to strengthen the value we can propose to customers in the Small Business and SME segments with an enhanced insurance consultancy capacity, while expanding our distribution capacity for banking products throughout the country, thanks to the network of UnipolSai agencies. In other words, the agreement we have reached further improves the operational effectiveness of the BPER Group in a strategic sector for our business model."*

BPER Banca S.p.A.

This is a translation into English of the original in Italian. The Italian text shall prevail over the English version.

The press release is also available in the 1INFO storage device.

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