

INTRODUCING FIDEURAM DIRECT THE NEW HOME FOR DIGITAL INVESTMENTS

Milan, 6 October 2022 – Fideuram Direct, the **new digital platform for savers and traders who want to invest remotely in the financial markets** – autonomously, or through a guided approach – with a fully digital experience, has been active since 30 September.

The new platform is the result of the integration of **the expertise and strength of Fideuram – Intesa Sanpaolo Private Banking**, a leader in wealth management in Italy for over 50 years, **and the digital experience of IW Bank** (integrated into Fideuram - ISPB last February), which has always offered services to meet customers' investment needs and **already has around 60,000 customers and over €2.4 billion in assets under management.**

Thanks to Fideuram Direct, customers will have a **wide range of digital, innovative and secure solutions available:**

- **Advanced trading platforms**, active on more than 50 markets with multiple instruments and advanced services (financial leverage, derivatives and more) to satisfy the most sophisticated traders
- **Asset management**, for customers who want to rely on the specialists at Fideuram Asset Management SGR to invest in portfolios consistent with their risk and sustainability profile
- **Selection of funds and Sicavs from the leading international investment houses** in an open architecture logic with a strong focus on ESG principles
- **Current account and payment cards** to allow full day-to-day customer operations through digital channels

Luca Bortolan, Head of Fideuram Direct, commented: *"Through Fideuram Direct we focus on digital wealth management in line with the strong push for digitalisation that characterises the 2022-2025 Business Plan of the entire Intesa Sanpaolo Group. It is an innovative project aimed at investors who want to trade directly in the financial markets with a digital experience, either autonomously or with remote support, and which provides access to cutting-edge investment solutions. The new way of operating, which complements and creates synergies with the established and successful model of our networks of financial advisors and private bankers, will be enriched, over time, thanks to the best professionals at Fideuram Asset Management SGR and Alpiant, a Swiss start-up with which an integrated strategic development model is already in place."*

Fideuram – Intesa Sanpaolo Private Banking, a wholly-owned subsidiary of Intesa Sanpaolo, is the division that brings together the Group's financial advisory, asset management and fiduciary services companies. It is the leading private bank in Italy and among the leaders in Europe, with assets of €322.4 billion*. About 6,600* private bankers operate in the five networks: Fideuram, Intesa Sanpaolo Private Banking, Sanpaolo Invest, IW Private Investments and the foreign network. The service model is based on professional advice and the strength of the relationship of trust between client and private banker. Each network is characterised by its own offering model aimed at satisfying different client segments. The approach to wealth management is comprehensive and encompasses both family and corporate assets, with financial, tax, legal, trust, M&A, art and real estate advisory services, offered using in-house expertise within the Private Banking Division, in synergy with the Intesa Sanpaolo Group, or developed in partnership with the best professionals in the sector. The investment solutions are implemented according to an open architecture model, which combines the products and services of the Division's companies with those of leading international investment houses. Fideuram – Intesa Sanpaolo Private Banking considers environmental, social and governance (ESG) sustainability issues as key values of its way of being and acting, promoting balanced development that directs capital flows towards sustainable investments.

(*) Source: Half-yearly report of Fideuram – Intesa Sanpaolo Private Banking as at 30 June 2022

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