

FIDEURAM INTESA SANPAOLO PRIVATE BANKING

NEW CORPORATE CAMPAIGN WITH ROBERTO BOLLE

“True excellence is achieved one step at a time”

Milan, 11 September 2026 – Fideuram Intesa Sanpaolo Private Banking launches its new corporate campaign with **Roberto Bolle, Étoile of the Teatro alla Scala in Milan**, entitled **“True excellence is achieved one step at a time”**.

The campaign, which has been running in Italy since mid-September, continues the narrative journey begun in 2025 with “We learned it from you” and reinforces the distinctive positioning of Intesa Sanpaolo's Private Division, emphasising the role of advice in building personalised, long-term financial strategies.

The image of **Roberto Bolle** interprets values that are deeply consistent with the approach of professional advisers: the pursuit of excellence, balance and discipline, dedication and attention to detail and the achievement of objectives.

*“The new campaign expresses in a direct and distinctive way what distinguishes Fideuram ISPB's consultancy every day: a relationship built over time, which starts with listening and translates into personalised solutions and a constant presence alongside clients. Roberto Bolle naturally embodies values that are central to us – professionalism, determination, the pursuit of excellence and attention to every detail – the same values that guide the work of our Private Bankers on a daily basis,”*said **Lino Mainolfi, Chief Executive Officer and General Manager of Fideuram Intesa Sanpaolo Private Banking**.

With the slogan *“True excellence is achieved one step at a time”*, the campaign emphasises that every great achievement requires not only talent but also method, perseverance and dedication. A message that recalls the value of qualified and professional advice, capable of identifying tailor-made solutions and supporting people in their most important financial decisions.

The campaign's creative concept is by **Accenture Song**, with production by **1806 Agency** and photography by **Pavel Hejny**. The media plan includes a presence in the main national newspapers and their respective digital editions, as well as on *digital display* and search channels. The plan is complemented by a campaign of traditional and digital billboards in high-visibility spaces.

In Milan, the campaign will be present in the areas of Porta Nuova, Piazza Gae Aulenti and CityLife, as well as at Linate airport, in Rome, at Fiumicino airport.

The subjects of the new campaign are attached.

Fideuram Intesa Sanpaolo Private Banking

Wholly owned by Intesa Sanpaolo, it brings together the Group's financial, asset management and fiduciary services companies. It is the leading private bank in Italy and among the top in Europe, with AUM of over €452.3 billion, consolidated net profit of €868 million, total net deposits of €11.7 billion, over 7,000 financial advisers and private bankers with an average portfolio per capita of €64 million¹, operating in the following networks: Fideuram, Intesa Sanpaolo Private Banking, Sanpaolo Invest, IW Private Investments and the foreign network.

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¹ Data as at 30 June 2026