

UBI Banca-AIRC Partnership: over €4 million raised for cancer research since 2013

This partnership, which has been renewed until 2019, has succeeded in raising funds over the years with the "I giorni della Ricerca" ("Research Days") campaign and with support for the AIRC (Italian Association for Cancer Research) by means of two social bonds, donations from customers and employees and the waiver of fees for use of the Carta Enjoy social edition payment card.

Rome, 25th October 2017 – Taken together the initiatives organised by UBI Banca to support the AIRC have generated donations of **over €4 million** since 2013, used to finance research conducted by young researchers under the age of 40. On the occasion of the **"Research Days"** event (30th October – 5th November), when the Italian Association for Research into Cancer announces its results and the challenges facing oncological research and raises new funds, **UBI Banca and AIRC** confirmed the renewal of their partnership which has succeeded in bringing people together to help achieve the goal of making cancer increasingly more curable and educating the population on the subject of prevention.

UBI for the AIRC

All the branches in the UBI Group will be involved from 6th November in the awareness campaign entitled **"UBI for the AIRC"**: all those who make a donation of at least €10 will receive a box of chocolates. All those branches belonging to the banks acquired by UBI in May of this year, located in Tuscany, Umbria, the Marches, Abruzzo and Latium, will be involved in the campaign for the first time. UBI Banca will also donate specific funds to the **AIRC** linked to the issue and activation of the **Enjoy AIRC** payment card, while customers will be able to use the "send cash" function of the **UBI Pay** app to make donations using their smart phones on the SIA Jiffy network. UBI has also supported the AIRC over the years through the placement of two social bonds in 2013 and 2015 and with voluntary donations by employees with amounts deducted from salary ("payroll giving").

Fourteen three-year research programmes financed

Funds raised since 2013 in co-operation with UBI have helped finance 14 three-year programmes for the training and specialisation of talented young Italian researchers. Ten of these were "My First AIRC Grants", which give researchers the opportunity to conduct their own research projects in a leading Italian facility, and four were "Start-ups", designed to allow young researchers who have acquired significant scientific experience abroad to return to Italy, allowing them to start up their own laboratory here at home.

"We are very grateful to UBI and all its employees for their extraordinary commitment, which has translated into concrete support for the growth of a new generation of young oncology researchers", said Niccolò Contucci, the Director General of the AIRC. "The partnership between the AIRC and the UBI Group forms part of a broader vision of corporate social responsibility in which, thanks to companies, employees and customers become true protagonists in collaboration and fundraising, thereby giving rise to a virtuous circle of solidarity and sustainability".

“Our collaboration over the years with the AIRC is a concrete demonstration of the commitment we make as a bank to the communities in which we operate and to Italian society in general” said Frederik Geertman, Chief Commercial Officer at UBI. “It is through its partnerships with protagonists of outstanding value, of which the AIRC with its research in the field of oncology is one, that UBI Banca seeks to perform an important part of its role, as a responsible economic player, attentive to social needs”.

UBI Banca and the AIRC together in schools and at “Bergamo Science”

The UBI Group is also continuing its co-operation with the AIRC in the field of education for young people and encouraging healthy lifestyles by co-financing the educational campaign entitled **“Una costellazione luminosa. Le parole di AIRC per stare bene”** (A bright constellation. The AIRC’s advice to stay healthy), **specially for children in classes IV and V of Italian junior schools.** The project provides young children in schools with fundamental notions of health, ranging from nutrition to the importance of movement and it also introduces the subject of scientific research into classes using language appropriate to the children’s age. A total of 175,000 young pupils were reached in the first two editions and it is planned to involve 100,000 pupils in 4,000 classes throughout Italy in the academic year 2017-2018. In 2017, UBI and AIRC’s commitment to increasing the knowledge of pupils and teachers on the subjects of nutrition and healthy lifestyles was also enhanced by the participation of these partners at the “Bergamo Science” event for the dissemination of scientific knowledge, which was held in the first week of October.

For further information please contact:

UBI Banca – Media Relations

Tel. +39 027781 4213 - 4932 – 4936

Email: media.relations@ubibanca.it