

The UBI Banca “young couples” mortgage was the leading protagonist of the “MF Innovation Award”

The solution for “atypical” workers was leader in the category. “EnjoyMe” was also very well placed among payment cards and “Start-up loans” to support SMEs did very well.

31st October 2013

The 13th edition of the “MF Innovation Award”, an annual appointment organised by MF Milano Finanza in co-operation with Accenture to award prizes to the most innovative Italian banking products and services once again saw UBI Banca among the major protagonists.

The most important recognition was received by “2013 Home mortgages for young couples”, a solution especially for young people with “atypical” or temporary employment contracts to whom UBI Banca intends to grant credit for their future plans in a difficult economic scenario. Leadership in this category underlines not only the innovative value of the product, but above all its social value at a time when it is objectively difficult for young people to consider purchasing their first home.



Again in the 2013 edition the ecosystem of the Enjoy products achieved a significant placing:

EnjoyMe, the multifunction prepaid card was awarded second place in the “payment cards” category. EnjoyMe received an award for the high technological content in addition to the maximum freedom of customisation given by the choice of a personal picture to be printed on the front of the card to make it truly unique.



On the other hand, third place was achieved in the “Finance services for businesses” category for the new product dedicated to start-up projects, which UBI Banca designed to support the needs of businesses in any sector and with any structure in order to encourage the recovery of the Italian economy by rewarding the many new business projects which took their first steps in 2013.

Both the “2013 Home mortgages for young couples” and the “Start-up loans” products were recently at the centre of a large advertising campaign on TV, the press, radio and the web, which by using clear and convincing language enabled the UBI Group to firmly state its vocation to “Fare banca per bene” (to be a good bank).

UBI Banca’s success at the “2013 MF Innovation Awards” further established the innovative identity of the Group, which sets increasingly more advanced products from the viewpoint of technology and service customisation for customers alongside the integration between traditional and virtual channels (internet Banking, home Banking, phone Banking, mobile Banking and self banking) and as a consequence it receives acknowledgements of great prestige each year.



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