



**The UBI Banca Enjoy transforms into a Skipass:
the Adamello Ski version to pay only for the time actually spent skiing and to skip the queues at the
cash desks**

The card's contactless technology allows access to ski lifts at discounted rates with no need to wait at ticket offices

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The ecosystem of Enjoy card products is enriched with a new version especially for lovers of the mountains and skiing. **UBI Banca reached an agreement with the Pontedilegno-Tonale Adamello Ski Consortium** to produce a **dedicated card** to enable cardholders **to ski in total freedom on 100 km of some of the best ski slopes in Lombardy**. **UBI Banca di Valle Camonica**, the UBI Group bank that operates in this area, selected this consortium as the ideal partner with which to undertake a unique experiment on the Italian market.

Thanks to its contactless technology, it is in fact possible with **Enjoy Adamello Ski** to gain direct access to 30 ski lifts and to the Adamello Freestyle Arena by simply placing the card close to the readers at the turnstiles, **thereby avoiding the need to queue** at ticket offices to purchase a skipass and **paying only for the time actually spent skiing**.

The agreement with the Adamello Ski Consortium includes the **Temù, Pontedilegno, Passo Tonale and Ghiacciaio Presena** ski slopes and will allow skiers of all abilities, ranging from beginners to professionals, to those who love steep slopes or those who prefer to ski on the more gentle slopes or in the various instruction areas to enjoy themselves by **taking advantage of the discounted rates reserved exclusively to holders of Enjoy Adamello Ski cards**.

Enjoy Adamello Ski is the latest "transformation" of the **UBI Banca Enjoy Card**, launched in 2010 on the banking market as a **prepaid card which comes with an IBAN that has revolutionised traditional payment instruments by demonstrating its exceptional flexibility and innovation**.

In fact the Enjoy Card offers a **payment ecosystem** that can be used through both **conventional and innovative channels** and, thanks to its distinctive features, it is the ideal instrument to support the spread of **mobile payments**. It was initially introduced into the world of universities as an **identification badge and a system for contactless payment at Varese LIUC University** and then with the **EnjoyMe** version it entered **the era of card customisation**. The **UBI Enjoy Card** has received many awards for innovation and it has broadened not only the frontiers of the shopping experience, but also the uses and types of holder of the product itself.

Additionally with the **EnjoyMe** version it became a **pioneer** in the era of **card customisation with the images chosen by the customers themselves**.

The Enjoy Adamello Ski card also has its own IBAN and therefore allows cardholders to always have their bank accounts in their pockets thanks to the free-of-charge linkup with the Group's Qui UBI Internet banking

services. Credit transfers, reloads, wages credited, direct debits of utilities and bills, purchases in shops and/or online and withdrawals are all available in UBI Banca Group branches at just one euro per month and at just €0.50 per month until 30th June 2014 if purchased online at www.ubibanca.com or in the reserved area at www.ubiubi.it.

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