



UBI BANCA AND THE CUNEO CONFINDUSTRIA (CONFEDERATION OF INDUSTRY) COME TOGETHER TO PROMOTE COMPANY WELFARE

This partnership offers tailor-made company welfare solutions for local firms and for the well-being of their workers to over 1,000 member companies

Cuneo, 20th November 2017 - The Cuneo branch of Confindustria and UBI Banca have signed a memorandum of understanding on company welfare which will allow over 1,000 companies and around 50,000 workers to benefit from a new “subsidiary” and “proximity” welfare programme. The objective of the agreement is to make a full outsourcing solution available to companies of all types and size, including even loosely structured SMEs, so that they can easily launch a company welfare programme. With access to this programme companies will benefit from tax advantages provided both for companies and their employees by the 2016 *Legge di stabilità* (annual finance law) and the 2017 Budget Law, such as for example the complete elimination of the tax wedge.

The Cuneo Confindustria is the first employers’ association in Piedmont to sign a company welfare agreement with UBI Banca. UBI Banca is, in turn, the first Italian bank to enter the company welfare sector with a vision arising from its existence as a local bank attentive to the needs of local communities, that has always had a strong commitment to supporting the development of the third sector.

With the support of the professional and specialist expertise of the Cuneo Confindustria, the UBI Welfare Service provides member companies with a wide range of advisory services (administrative, organisational, tax and labour law) to assist companies at each stage of the introduction, management and development of a welfare scheme with an advisory model based on an initial analysis of a company and its employees. Training is provided on site in companies both for management and workers, to increase awareness of welfare schemes and to allow knowledgeable decisions to be made.

The UBI Welfare platform for the Cuneo Confindustria provides easy access, by means of PCs, tablets and smartphones to the following: welfare, health and pension services; vacation, leisure time and cultural offers; reimbursement of expenses incurred for the education of children and the treatment of family members; the purchase of goods and services at attractive terms and conditions. From an operational viewpoint too, companies can count on a turnkey service with total management of operational obligations and employees on an efficient welfare service provided by qualified operators.

The aim of the agreement signed today is to develop a welfare system which leverages on local excellences **in order to promote local development** and offer high quality services that are close to people with an understanding of their needs. UBI Welfare allows local companies and third sector operators who are strongly focused on personal care services, to become suppliers of the platform thereby helping to build a network of well-being and protection that is supplementary to public services.

“This agreement, officially set out in this memorandum is designed to increase knowledge and the spread of company welfare, an issue that is increasingly more important today, above all at the level of local and individual company trade union negotiations”, commented **Mauro Gola, the President of the Cuneo Confindustria**. “This memorandum of intent also represents a double first, because we are the first employers’ association at regional level to have signed it and **UBI Banca** is the first Italian bank to have proposed it. We are therefore proud to be pioneers in this strategic sector for businesses and workers, putting our confidence in **UBI Banca** the first bank in the community that has decided to accompany its ordinary banking products with an important opportunity for businesses that regards the world of employees”.

“The programme of co-operation that is being created today will benefit the over one thousand firms that are our clients in this area who may have an interest in developing a welfare programme, the 50 enterprises and social co-operatives who are already clients of UBI Banca and all the member companies of the Cuneo Confindustria.” said **Rossella Leidi, Deputy General Manager and Chief Wealth and Welfare Officer at UBI Banca**. “This agreement will make it possible to work together to build a new ecosystem to respond to the real needs of families and businesses in the community. We are a bank that works in the community and it is our aim to create opportunities for economic and social growth for the businesses and people who live and work in it also in the company welfare field”.

“UBI Banca has strong roots in the province of Cuneo”, explained **Marco Franco Nava, Manager of the North West Macro Geographical Area**, “with a substantial market share. Our decision to locate the headquarters of our North West Macro Geographical Area in this city bears witness to its strategic importance. This partnership with the Cuneo Confindustria strengthens and enriches our links to this community bringing innovative changes to the benefit of our business clients and families”.

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