

UBI Banca is Sponsor for Atalanta Bergamasca Football Club starting 2017-2018

A three-year contract is signed between the Banking Group and this football club which will be playing in the next Serie A championship as well as in the Europa League. The Bank will be the Official Atalanta Bank and the main sponsor for the Primavera (youth) team. The partnership involves a series of joint initiatives starting with the launch of the Hybrid Atalanta credit card which will allow holders to receive an official shirt of the *nerazzurro* (black-and-blue) club.

Bergamo, 1st July 2017 – An announcement was made during a joint press conference held today at the Bergamo headquarters of the Bank that a three-year agreement had been signed between the UBI Banca Group and Atalanta Bergamasca FC.

This partnership, presented by the Chairman of the UBI Banca Supervisory Board, Andrea Moltrasio, and the Chairman of Atalanta FC, Antonio Percassi, is rich in contents that will create exciting synergies and strengthen ties with the local community shared by the two organisations which also constitute two important brands for the local economy and local sport.

“It is a partnership that confirms UBI Banca’s full commitment to the club and those areas in which it is present”, said Andrea Moltrasio, Chairman of UBI Banca’s Supervisory Board. “Atalanta is in fact a splendid example, in terms of dedication and professionalism, of what sport can achieve when it comes to results. It spurs us to also spread this culture to the numerous amateur and youth associations who, thanks also to our support, continue to involve so many people in sport”.

“We are proud and honoured that a Group of such high standing is joining Atalanta”, said, Antonio Percassi, Chairman of the nerazzurro club. “UBI Banca operates throughout Italy, but it has very strong roots in the Bergamo community and has always been attentive to young people and the world of sport. It is of fundamental importance to Atalanta to teach even young children just what sacrifice really means and about a proper culture of sport and the objectives and philosophies that we share in common with UBI. And by working in harmony together, this can only result in a job well done and the achievement of important results. For Atalanta this partnership cannot help but create added value”.

UBI Banca will link its name to the Bergamo team with a series of initiatives which will include putting the Bank’s logo on the first team’s training kit and that of the technical staff, becoming the main sponsor for the Primavera (youth) team and renaming the Julius Caesar Stand in the Atleti Azzurri d’Italia Stadium as the UBI Banca Stand.

A series of Atalanta branded products will be created especially for fans, such as prepaid cards and credit cards, for which special terms and conditions will be progressively formulated and

introduced with the aim of creating true and genuine discount formulas for use at points of sale which revolve around the Atalanta universe .

Special initiatives of particular interest for sports fans will include one specifically for new subscribers and members of the nerazzurro club who by choosing a **Hybrid Atalanta credit card as their principal payment card with the UBI Group will receive a free gift of an official team shirt.**

The partnership also includes financial education courses for players in the youth teams, thereby further strengthening the Bank's commitment to the spread of a culture of economics and financial among young people.

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