



UBI BANCA BECOMES AN OFFICIAL SPONSOR OF THE ITALIAN BASKETBALL FEDERATION

Milan, 21st July 2017 - UBI Banca has signed an agreement with the Italian Basketball Federation (FIP) to become an official sponsor. The partnership will last two years during which UBI will be at the side of the Federation for its main events starting with the national "Streetball" finals (three a side basketball), which will be held at Riccione from 28th to 30th July.

Collaboration with the FIP is a further step in the Banking Group's sponsorship strategy to support the world of sport. It is a commitment which since 2016 has been strengthened by aiming at partnerships with sports clubs and associations both at national and international level. This attention arises from common denominators which connect the bank with sports teams, clubs and associations: determination, team spirit and a results oriented approach.

The main agreements link UBI Banca with both international and Italian sports organisations. The first of these is the National Basket Association (NBA): UBI is the first financial Group in the country to link itself to the most famous basketball brand in the world. The partnership with the NBA is targeted at retail banking customers and includes the offer of brands for prepaid cards that can be customised with the logos of the thirty teams enrolled in this American league (prepaid cards with Enjoy IBANs and Hybrid credit cards).

From basketball to football, UBI has linked its brand with prestige sports clubs such as Juventus Football Club, Atalanta Bergamasca Football (UBI is the "Official Bank" for both), which will play this year in the serie A championship and the Europa League, and Brescia Calcio. Prestige clubs constitute important brands: assets that have allowed UBI to further enhance its commercial range with products specially designed for sports fans. These include branded credit cards, dedicated savings books and other initiatives in common with individual clubs.

The Bank's links with the world of sport and its shared values have inspired success stories like that of Valentina Vezzali's Jesi Fencing Club, the Cuneo Volleyball Club, the Aurora Basketball Club of Jesi and the 1000 Miglia, for which UBI is a proud sponsor.