



## UBI Banca issues the Social Bond

### ***“UBI Comunità per la Fondazione dell’Ospedale Pediatrico Anna Meyer Onlus” (UBI Comunità for the Foundation of the not-for-profit Anna Meyer Paediatric Hospital)***

*The project entitled “LudoBiblio dell’Ospedale Pediatrico Meyer”, which will receive 0.50% of the nominal value of the bonds, is a welcoming play and meeting area in which children in hospital can continue to cultivate interests of their own age and make their stay in hospital less traumatic. The ex-ante SROI for the project is €1.55.*

**Milan, 3<sup>rd</sup> January 2020** – UBI Banca announces the issue of a new social bond entitled “UBI Comunità per la Fondazione dell’Ospedale Pediatrico Anna Meyer Onlus”, for a total amount of €20 million. The income from this will constitute a charitable donation for the project “LudoBiblio dell’Ospedale Pediatrico Meyer”. The LudoBiblio (play-library) is an area inside the Meyer Hospital that is open every day. It is a place in which young patients and their families can pass time together, helping to create conditions conducive to an effective and peaceful approach to their illnesses.

The LudoBiblio is an area in which reading, animation, theatre and painting are combined with play under the supervision of professional teachers who specialise in working in a hospital context in close co-operation with doctors, nurses and all those other professionals who care for and treat children in hospital.

#### **Activities and objectives of the project**

The experience of being hospitalised constitutes a difficult time, especially for children and adolescents, where they lack a familiar environment that is important for their development. The basic assumption made by the project is that hospital care should not be limited to medical treatment alone, but should provide opportunities for physical, psychological, social, cultural and relationship development through the availability of areas for creative activities and socialising where they can learn new things and express their fears, hopes, fantasies and emotions.

The Meyer Paediatric Hospital in Florence provides excellent healthcare and the foundation supports it by undertaking high “value added” actions aimed at making it a welcoming environment, increasingly more appreciated and dear to public opinion.

#### **A donation of up to €100,000**

The total charitable donation made by UBI Banca to the not-for-profit Anna Meyer Paediatric Hospital to support the project entitled “LudoBiblio dell’Ospedale Pediatrico Meyer” may reach €100,000 if the entire nominal amount of the bonds offered is subscribed. The bonds, issued by UBI Banca, have a minimum subscription price of €1,000, a life of three years, half yearly coupons and a fixed gross annual yield of 0.75% (0.555% per annum, net). They may be subscribed from 03/01/2020 to 07/02/2020, unless the offer period is closed early.

“As also demonstrated by this issue, social bonds give individuals the chance to invest their savings in initiatives of recognised value to communities, combining this at the same time with their legitimate financial objectives” said **Riccardo Tramezzani, Head of UBI Comunità at UBI Banca**. “They are in fact market instruments specially designed to support sustainable partnership projects between the public,



private and private social sectors. In this case they allow subscribers to make a contribution to a project of great utility which, by helping to create conditions conducive to an effective and peaceful approach to illness, is of help both to child inpatients during the difficult period of a hospital stay and to their families”.

**Gianpaolo Donzelli, President of the Meyer Foundation.** “Thanks to the renewal of this charitable decision it will again be possible to support a project of primary importance for taking in our young patients”.

### **SROI as a tool for the measurement of social value**

The value of the social benefit for the recipients and for society provided by the social bond is calculated for the project, as has already been done for donations linked to previous issues. The method chosen for the calculation is the social return on an investment (SROI). The SROI is a means of quantifying the social or environmental value generated by a project, an initiative, or social organisation in economic terms.

The Foundation of the not-for-profit Anna Meyer Paediatric Hospital has calculated the social and economic benefits deriving from the development of this project estimated at €1.55 ex-ante for each euro invested. The main benefits include the following: the development of further synergies between internal health staff and psychologists, which makes savings both for the hospital and for their families with regard to possible recourse to outside psychologically trained staff; additionally, periods of play and distraction from their illness made possible by the existence of LudoBiblio, mean that children who are long-term patients benefit from greater psychological well-being during their stay in hospital and in the period that follows it.

### **UBI Comunità Social Bonds**

Social bonds are debt instruments designed to support high social value initiatives which offer subscribers a market yield and allow the Bank to use the funding acquired from their issue to make cash donations or grant loans at competitive conditions to support high social impact projects or investments. They involve and reward significant nonprofit organisations in local communities, that have good capabilities to mobilise stakeholders and projects with a high social impact.

Between April 2012 and December 2019 the UBI Banca Group has issued 96 UBI Comunità social bonds for a total value of greater than one billion euro. These have made it possible to make charitable donations of over €5 million designed to support initiatives of social interest and they have been subscribed by over 40,000 UBI Banca Group customers. Furthermore, loan pools have been created for loans of over €21 million destined to social consortia, enterprises and co-operatives.

*UBI Banca is one of the leading commercial banks in Italy, with a market share of approximately 7%, 1,638 branches in Italy and around 20,200 employees. Since 2011 the Bank has had a unit specialising in business with both Church and non-Church clients belonging to the third sector. A new organisational structure and positioning with regard to the world of public authorities was defined in 2016 with the 2019-2020 Business Plan. A new strategic area named UBI Comunità was established with the purpose of overseeing and developing commercial relations both with the third sector and the civil economy as well as with public authorities and with the various groupings of associations. UBI Banca promotes partnership initiatives between the public, private and private social sectors with this area, by involving local communities and by innovative leverage of the Group’s abilities and expertise. With UBI Comunità, UBI Banca adds to a range of services designed for simplified banking operations that are secure and economical, with diversified credit solutions to pay advances on contributions and revenues, together with a range of flexible and customisable financing solutions to support the pursuit of institutional aims and to launch or accelerate economically sustainable paths to growth and social innovation. In 2013 UBI Banca received the Italian Banking Association “Charitable Bank” prize and the National Prize for Innovation awarded by the President of the Republic.*



*The Issuer will apply for admission of the bonds for trading on the EuroTLX multilateral trading facility. The Issuer will also act as the "specialist" on the multilateral trading facility EuroTLX®, publishing quotations during trading hours, in accordance with market requirements. More detailed information on the conditions, costs and risks involved in the investment is contained in the "Definitive Conditions" and in the "Summary Note" and in the section on "Risk Factors" in particular, which may be consulted.*

*We underline that the bonds in question could reduce in value (by as much as 100% of their value), or be converted into a capital instrument of the issuer (e.g. shares), or undergo a reduction in the interest, or a temporary suspension in the payment of interest for a transitory period, due to, amongst other things, the application of a "bail-in" and, more generally, to banking crisis resolution procedures in accordance with the regulations currently in force concerning the resolution of banking crises.*

*This document is a press release and it contains information for the media and the newspapers to which it is addressed. It is published for the same purposes on the Bank's corporate website, [www.ubibanca.it](http://www.ubibanca.it), expressly and solely in the section entitled "Sala Stampa" in the Italian version and "Press" in the English version.*

*This message is of a promotional nature for potential subscribers of the investment and it does not constitute an offer or an invitation to invest in the bonds, nor does it constitute financial advice or a recommendation to invest.*

*The bonds may be subscribed from 03/01/2020 to 07/02/2020, unless the issuer exercises its right to close the offer period early. For more detailed information on the characteristics, conditions and costs and risks involved in the investment, you are invited, before subscribing, to read the Basic Prospectus, inclusive of the Registration Document, the Definitive Conditions and the Summary Note, with particular attention paid to the section "Risk Factors" relating to the issuance.*

*The Basic Prospectus and the Registration Document filed with the Consob (Italian securities market authority) on the 13<sup>th</sup> June 2019 following the approval notified with Note No. 0339496/19 of 12<sup>th</sup> June 2019 and the relative Supplements and Definitive Conditions relating to the issuance are available free of charge at the headquarters, in branches and on the website of the Issuer ([www.ubibanca.it](http://www.ubibanca.it)) and at the headquarters and on the website of IWBanck, which also act as Placement Agents. The "Solidarity Credit Transfer" function is reserved to holders of Qui UBI accounts who have granted consent for the processing of their personal data to promote the services of third parties that do not belong to the UBI Banca Group. Charitable donations are tax-deductible for natural persons up to a limit of 10% of the total declared income and in any case up to a maximum of €70,000 per year in accordance with Art. 14 of Decree Law No. 35 of 14.3.2005 and Art. 1 of Prime Ministerial Decree of 18.4.2013.*

**Not-for-profit Fondazione dell'Ospedale Pediatrico Anna Meyer.** *The Fondazione dell'Ospedale Pediatrico Meyer was established to support communication, marketing and fundraising activities for the Meyer Children's Hospital in Florence, renowned nationally for its paediatrics, its research, its innovative methods of treatment and for the warm care it gives to children. The objectives pursued are the care, health and well-being of children and these are achieved by investing in research, technology and innovation. The foundation therefore works in several directions:*

- 1. it makes efforts to support scientific research, by investing amongst other things in young talent and in collaboration with other international realities;*
- 2. it invests in the continuous update of technology and organisational methods;*
- 3. it works to improve the quality of care and hospital stays for neonates, children and adolescents and their families;*
- 4. it supports communication activities for the Meyer Hospital's overall activities both regionally and nationally;*
- 5. it promotes and organises educational courses on the details of illnesses from a physical, psychological and social viewpoint.*

*The foundation operates exclusively to assist the Meyer Paediatric Hospital and it uniformly bases all its activities on the principles of effectiveness, efficiency and transparency. These values translate into a commitment to comply fully with ethical principles and into public and transparent reporting.*

**For further information please contact:**

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