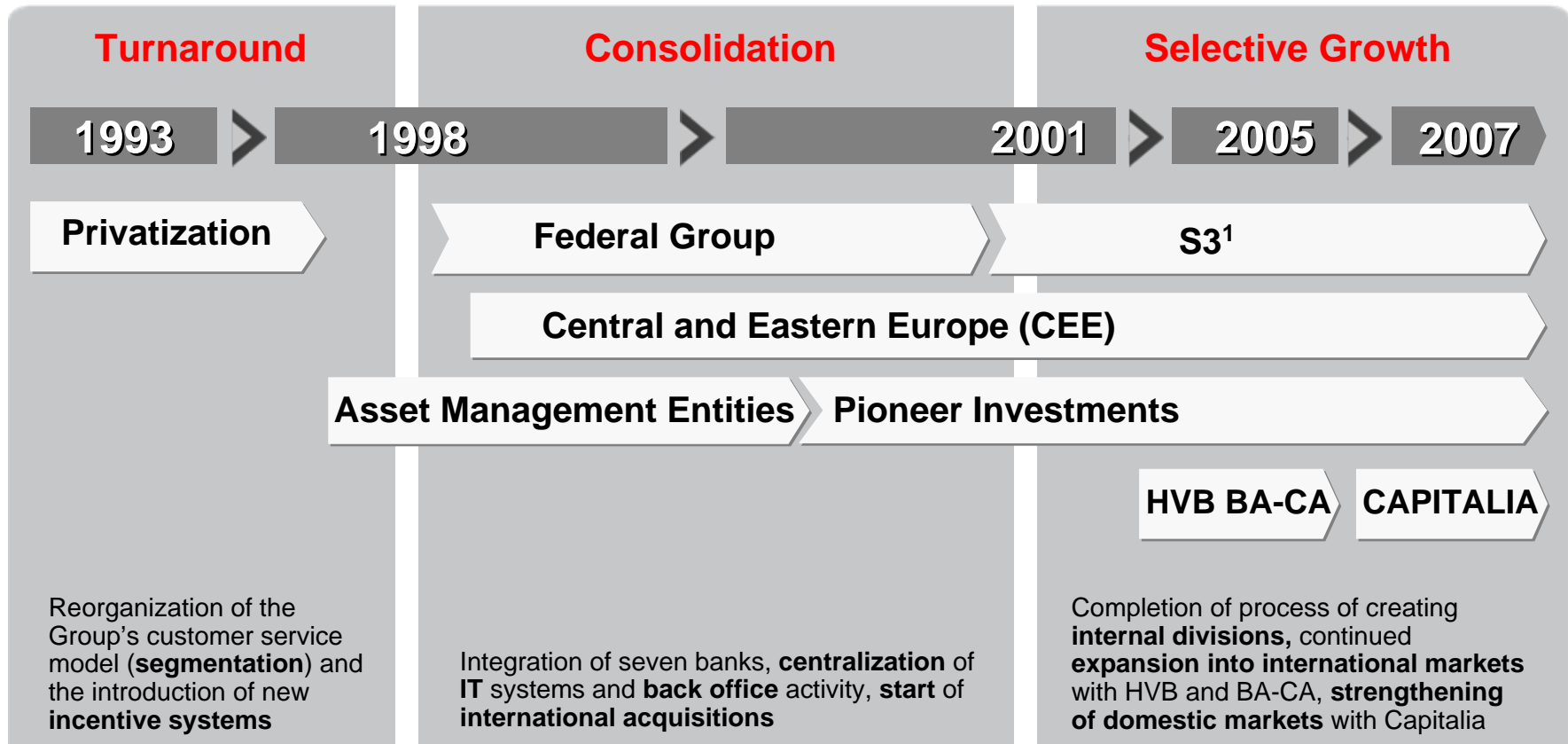




UNICREDIT GROUP PROFILE

UNICREDIT HAS SYSTEMATICALLY OPTED FOR BREAKTHROUGHS, ENABLING IT TO ACHIEVE EXCELLENT RESULTS ...



- **Efficiency gains:** cost/income ratio reduced by 29.7 pp from 1994 to 2009

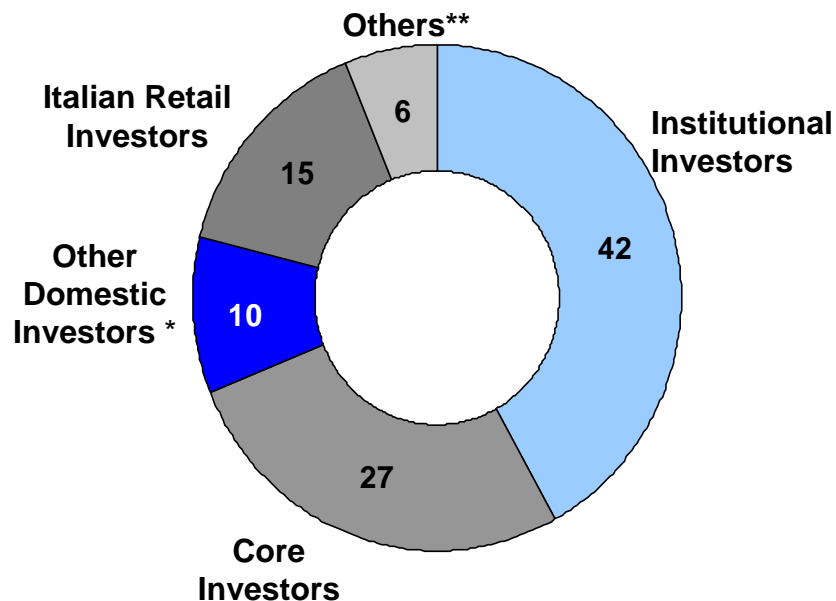
UniCredit Group – at a glance



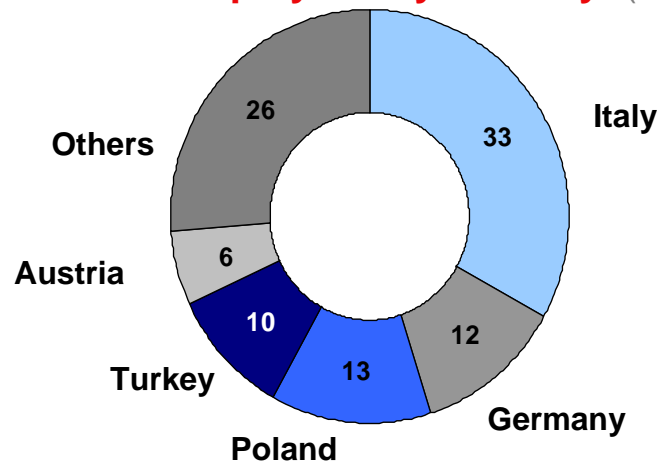
- Employees: about 162, 000²
- Branches: 9,578³
- Banking operations in 22 countries
- International network spanning : ~ 50 countries
- Global player in asset management: €185,5 bn in managed assets⁴
- Market leader in Central and Eastern Europe leveraging on the region's structural strengths

UNICREDIT HAS A CLEAR INTERNATIONAL PROFILE BASED ON A STRONG EUROPEAN IDENTITY ...

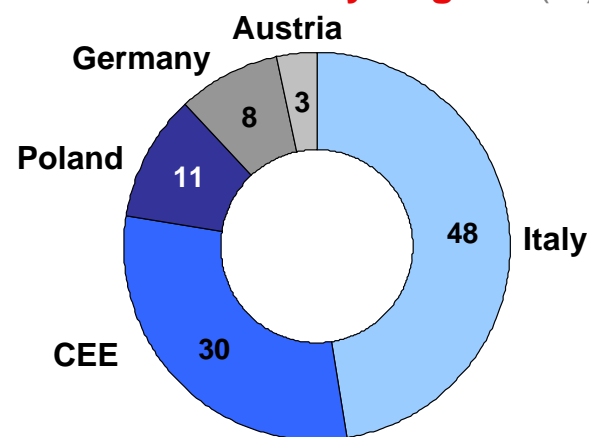
UniCredit Shareholder Structure⁵ (%)



UniCredit Employees by Country² (%)



UniCredit Branches by Region⁶ (%)



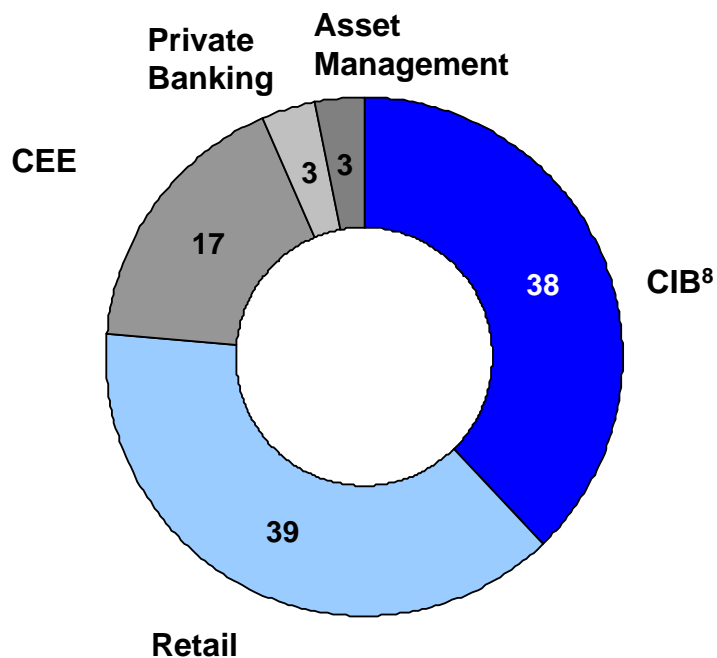
*It includes Italian corporations, banks and holding companies

**It includes unidentified shares owned by the Group and cashes

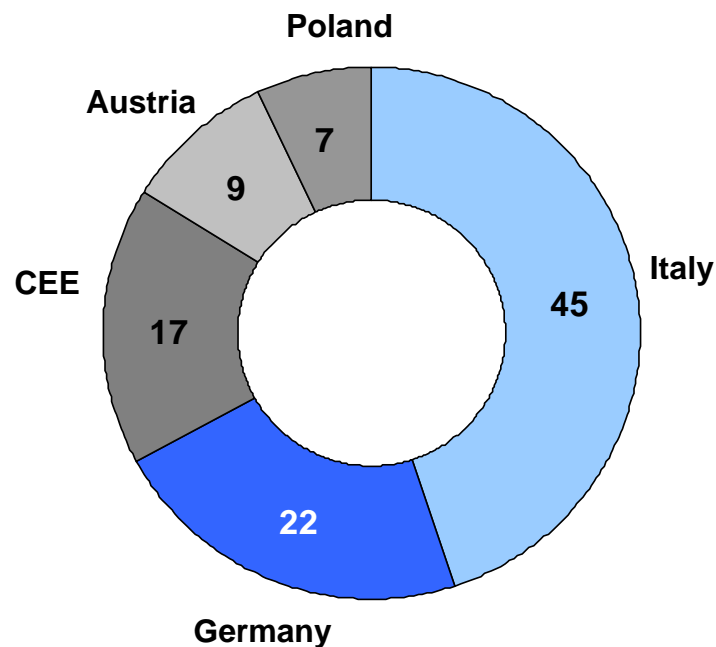
... AND BENEFITS FROM A WELL - BALANCED REVENUES MIX BOTH BY BUSINESS LINES AND BY REGIONS

Consolidated Total Revenues⁷

By Business Lines (%)

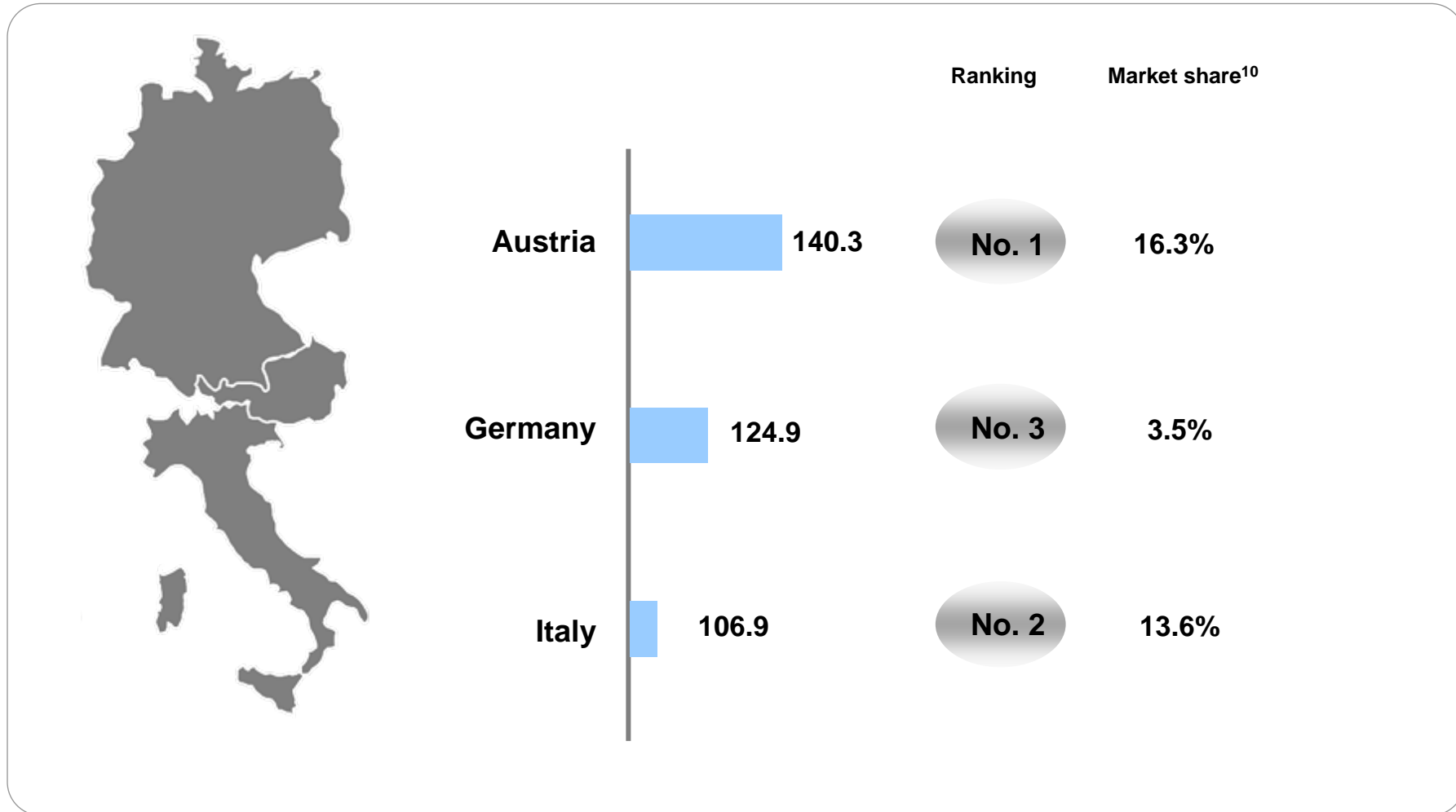


By Region (%)



THE GROUP CAN LEVERAGE ON ITS STRATEGIC GEOGRAPHICAL POSITIONING NOT ONLY IN ONE OF EUROPE'S WEALTHIEST AREAS ...

GDP per capita⁹



... BUT ALSO IN THE CEE, A REGION CHARACTERIZED BY STILL REMARKABLE STRUCTURAL STRENGTHS DESPITE SOME CYCLICAL WEAKNESSES

STRENGTHS

Long-term real convergence prospects are strong

Strong EU anchor with a strong bank regulatory environment

Very strong commitment of non-resident banks to CEE region

Imbalances to significantly improve in 2009/10

cyclical

structural



WEAKNESSES

Economic slowdown

Relatively high external financing requirements

Relatively high FX leverage ratios in some countries

cyclical

structural



UNICREDIT CAN RELY ON A STRONG COMPETITIVE ADVANTAGE COMING FROM ITS BUSINESS MODEL BASED ON SPECIALIZATION ...

Customer Centricity

- is the focus of our Retail, Corporate & Investment Banking and Private Banking areas, which are charged with delivering specialized customer coverage to maximize long-term value and customer satisfaction.

Multi-Local Approach

- that empowers the Group's local banks to oversee our distribution networks and customer relationships.

Global Product Lines

- are the value-added centers for all regions that leverage the Group's significant in-house expertise, such as Asset Management.

Global Services Lines

- that supply our network coverage functions and product factories with specialized services, including Banking Back Office, ICT, Credit Collection, Procurement Services, Real Estate and Shared Service Centers.
-

... AND ON A STRONG SET OF VALUES

Our set of values is based on integrity as condition of sustainability...

- **Fairness**
- **Transparency**
- **Respect**
- **Trust**
- **Freedom to act**
- **Reciprocity**

...to transform profit into value...

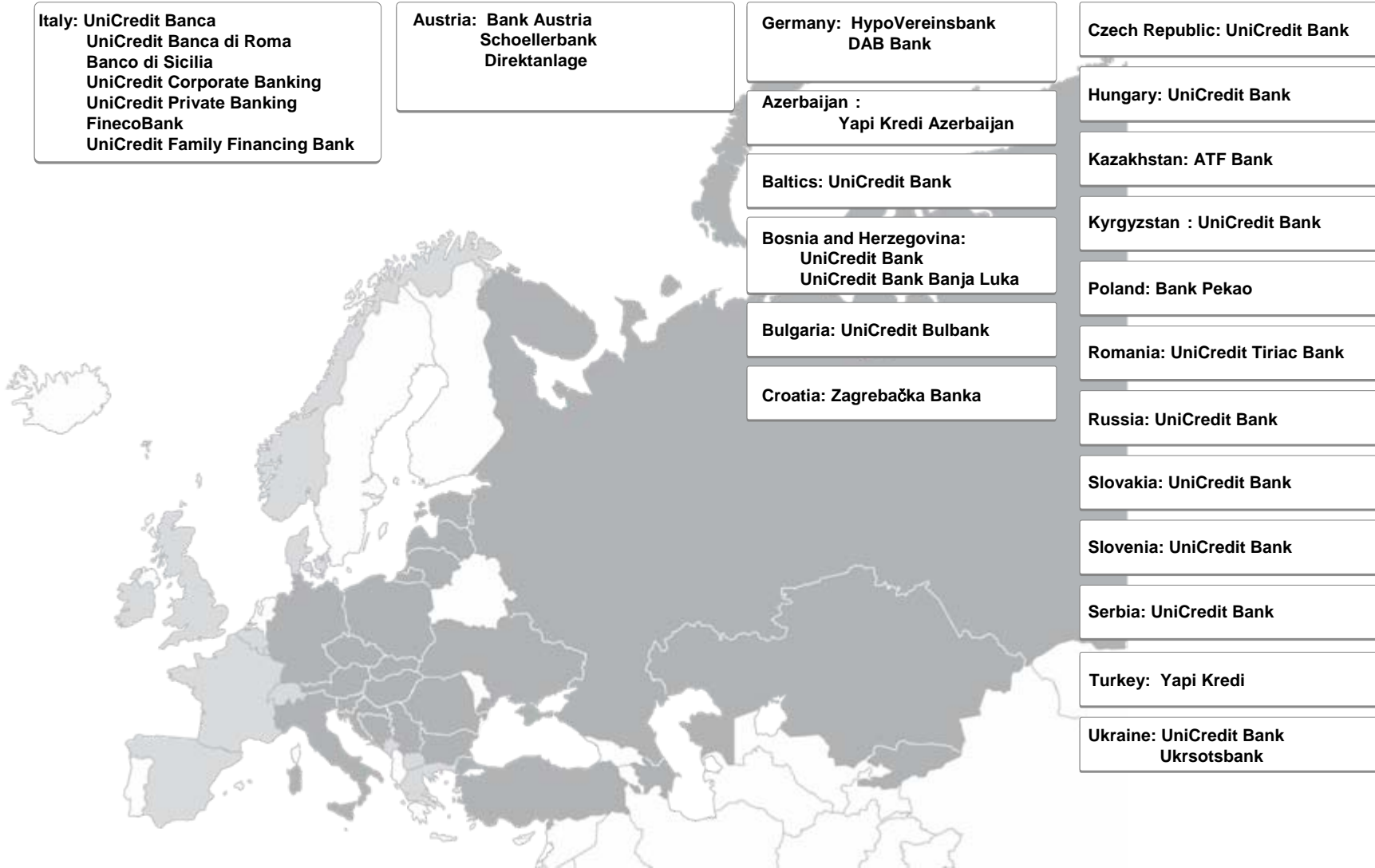
For UniCredit **the pursuit of profit is a positive value** because it assures continuity and independence, building - via integrity – our reputation vis-à-vis all stakeholders.

Integrity assures sustainability, which makes it possible to **transform profit into value.**

...for all our Stakeholders.

- **Colleagues**
- **Customers and suppliers**
- **Investors**
- **Local Communities**

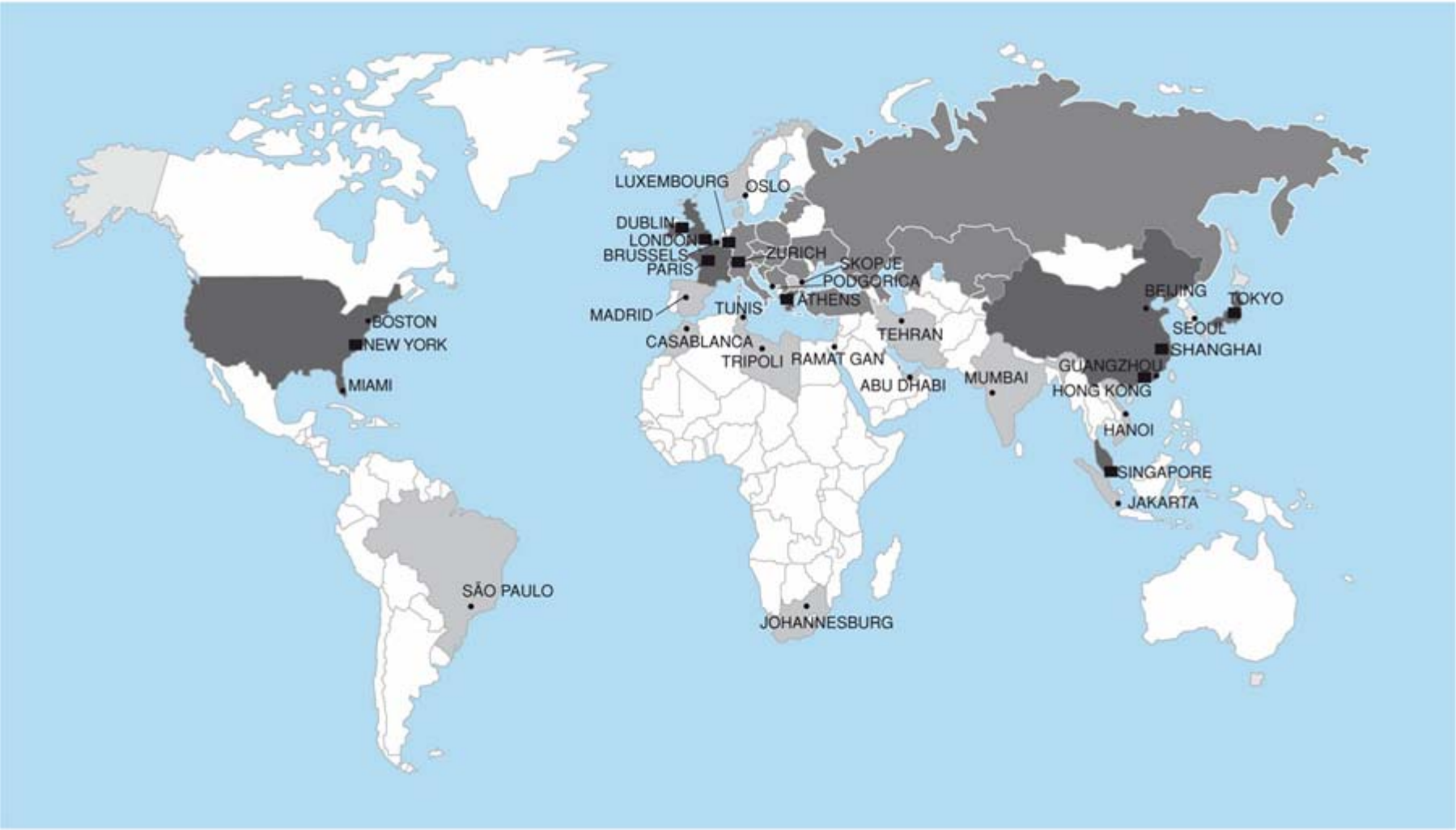
ANNEX 1 – EUROPEAN BANKING NETWORK



Core markets

Countries where the Group operates via its own branches, subsidiaries, representative offices, consultants or delegates

ANNEX 2 – INTERNATIONAL NETWORK



■ Branches and subsidiaries

■ Core markets

● Representative Offices, Delegates, Consultants, Investment Centers

NOTES

1. This project led to the creation of three banks in Italy specializing in different customer segments: UniCredit Banca for the retail business, UniCredit Corporate Banking for the corporate business, and UniCredit Private Banking for the private banking business
2. Data as at June 30, 2010. FTE "Full time equivalent"= number of employees counted for the rate of presence.
Figures include all employees of subsidiaries consolidated proportionally, such as Koç Financial Service Group employees.
3. Data as at June 30, 2010. These figures include all branches of subsidiaries consolidated proportionately, such as Koç Financial Services branches.
4. Data as at June 30, 2010.
5. Calculated on last available data as at 30, April 2010. Source: Sodali
6. Data as at June 30, 2010.
7. Data as at June 30, 2010. These figures refer to Condensed Income Statement.
8. CIB: Corporate & Investment Banking .Strategic Business Area which includes the former divisions Corporate Banking and MIB
- 9.Source: Eurostat, UniCredit Research.
Nominal GDP per capita as at December 31,2009 (EU27=100). Estimated of Nominal GDP per capita within the EU27 as at December 31,2009 (last update March 16,2010).
10. Market Share in terms of Total Loans as at December 31,2009