

UNICREDIT THE GROUP COMMITMENT TO CULTURE February 2012

UniCredit and Culture

With roughly 9,500 branches and around 160,000 employees in 22 countries, UniCredit is among the leading European groups in banking and financial services. Our extensive presence in Western and Central and Eastern Europe allows us to establish strong relationships with our stakeholders and to leverage the Group's identity and deep roots in many communities.

Because of its scope and history, UniCredit supports the role of culture as an engine for sustainable social and economic growth and as an instrument to promote an open dialogue on innovation. The Group promotes a variety of initiatives dedicated to the conservation and enhancement of the cultural heritage of each of the countries in which it operates. These include support for young talent and contemporary creativity.

UniCredit has developed an innovative scheme of partnerships with key players in the cultural sector. Based on the Group's participatory management of long-term projects, these fall principally within the fields of visual arts, music and literature. Group Identity & Communications recommends and coordinates activities designed to concretely contribute to the long-term success of the Group's cultural policies.

The UniCredit Art Collection

The collection administered by the Group includes over 60,000 works, ranging from ancient finds to masterpieces by such great visionaries of the past as Tintoretto, Goya and David.

The collection also includes works by modern masters, including Yves Klein, Fernand Léger, Giorgio Morandi, Kurt Schwitters, Oskar Kokoschka and such prominent contemporary artists as Christo, Georg Baselitz, Gerhard Richter and Andreas Gursky. A body of more than 4000 historical and contemporary photographs completes the collection. The holdings are added to and updated as the Group funds the production of new works in collaboration with its partner institutions.

Several works on loan are displayed in public exhibitions and many pieces are showcased in our Group's offices and branches. A selection from the collection can be seen in the virtual museum on the Group's website.

Major Partnerships in the Field of Visual Arts

The Group collaborates extensively with museums and other exhibition venues in the realization of cultural projects; these collaborations are not only technical and financial in scope, but also conceptual and organizational. The principal partnerships in the visual arts include:

- **ARTISSIMA, International Contemporary Art Fair, Turin:** Since 2003 UniCredit is Main Partner of this important fair which has become a showcase of the youngest generation of international artists;
- **Castello di Rivoli, Turin:** This important contemporary art museum is unique for its location in the magnificent Savoy Residence in Rivoli. The museum's Education Department has collaborated on numerous pilot projects in art education;
- **MAMbo, the Museum of Modern Art, Bologna:** The Group has supported "Focus on Italian Contemporary Art," the museum's program of commissioning works by Italian artists;
- **MACRO, Museum of Contemporary Art, Rome:** Thanks to the support of UniCredit, Daniel Buren has created for MACRO "Dance of Triangles and Lozenges for Three Colors", his first permanent installation in Rome. The Group also gives the Museum, on a long-term basis loan, some important works that have enlarged the Museum's collection;
- **MART, the Museum of Modern and Contemporary Art of Trento and Rovereto:** Since 2004, UniCredit is the Main Partner of MART for which the Group mainly supports the contemporary area of the museum and the production of catalogues for the artistic research improvement;
- **MAXXI, the National Museum of the XXI Century Arts, Rome:** UniCredit started the collaboration with MAXXI many years ago with the Committenze Contemporanee project. The partnership mainly consists in a long-term free loan of some artworks of the UniCredit Art Collection to the museum;
- **Museum der Moderne Rupertinum, Salzburg:** The museum offers a rich program of exhibitions. Bank Austria has placed its "Fotografis" collection on permanent loan to the museum;
- **Fondazione Arnaldo Pomodoro, Milan:** UniCredit has been its Partner from 2005 to 2011. In 2010 also promoted the UniCredit Project Room.

Exhibition and Cultural Centers

- **Bank Austria Kunstforum:** Austria's most prestigious exhibition space for traditional, modern and contemporary art in Vienna is visited by 300,000 people a year and supported by Bank Austria;

- **Kunsthalle der Hypo-Kulturstiftung:** HypoVereinsbank founded and supports this state-of-the-art exhibition space in Munich. Visited by more than 350,000 people a year, it holds regular shows spotlighting both ancient and modern fine art;
- **Pavilion UniCredit:** Opened in January 2009 at a former branch of UniCredit Tiriac Bank in Bucharest, Pavilion UniCredit functions as an independent institution for the exhibition of and research into the fields of visual and performing arts;
- **Yapı Kredi Culture Center:** UniCredit's Turkish affiliate supports this important exhibition center in Istanbul. With its three galleries - exhibiting the foremost Turkish artists, as well as the works of outstanding artists of worldwide recognition, and the works of legendary photographers - a library and an ongoing schedule of shows, it serves as a window into the creative heritage of Turkey.

Major Partnerships in the Field of Music

UniCredit works with internationally renowned musical institutions, including the Teatro alla Scala, well-established orchestras like the Filarmonica della Scala and the Vienna Philharmonic, and academies that develop the talents of young artists to make their marks in the world of music. Some of the Group's major partners at the international level are:

- **Arena di Verona, Verona:** UniCredit has supported the Arena's Lyric Opera Festival, as Main Partner, since 1994 and promoted a significant number of its international performances;
- **Filarmonica '900 del Teatro Regio, Turin:** Since this renowned orchestra's founding in 2003, UniCredit has supported its mission to promote contemporary music and to create synergies between different artistic idioms;
- **Filarmonica della Scala, Milan:** UniCredit has been partner of this Milan-based orchestra since 2000, becoming Main Partner in 2003. In addition to supporting the traditional concert season, the Group funds a series of special tour performances throughout Europe;
- **Teatro Massimo, Palermo:** Since 2007 UniCredit is one of the supporters of this prestigious theater, known as the biggest one in Italy and famous for its impressive acoustic;
- **Teatro dell'Opera, Rome:** UniCredit is one of the founding partners of this important theater, which has three concert halls, including the fascinating Terme di Caracalla, and provides a stage for prestigious operas, ballets and concerts;
- **Teatro alla Scala, Milan:** Beginning in 2009 UniCredit has become the Main Partner of the Teatro alla Scala, a symbol of Italian excellence, in its program of international tours;
- **Vienna Philharmonic:** This renowned institution receives support through a long-term partnership with Bank Austria, a member of UniCredit.

Editorial Projects and Awards

UniCredit supports events, publications, editorial projects connected to literature and awards. Among others, these include:

- **Bank Austria Literaris:** The biggest competition of its kind in the region, the annual Literaris award, sponsored by Bank Austria, is open to all the countries of Central and Eastern Europe in which the Group is present;
- **UniCredit Literary Debut Competition:** Established by UniCredit Tiriac Bank in 2008, it offers a forum for the debut work of young authors. The competition's panel includes prestigious individuals from the Romanian cultural scene;
- **Born in '89:** UniCredit, in cooperation with the EBRD (European Bank for Reconstruction and Development) and the Financial Times, has launched an essay competition called **Born in '89** to commemorate the historic events of autumn 1989 and dedicated to young writers born in 1989. The essays have been published in a book;
- **Skira:** UniCredit started a special relationship with the publishing house Skira, leader in publication of art books. Our Group has contributed to the production of a collection called **Art of the XX Century**, a series of five volumes which explores the art of the last century. The first volume of the collection **The Photography** has been published recently;
- **Yapı Kredi Publications:** Yapı Kredi Publications, which is one of the largest and most important publishing houses in Turkey, started its life in 1949 by publishing Doğan Kardeş books and magazines for children and youth. But it is through the perfect combination between Western and Eastern values, gathering artists and authors who share different cultures and views, that it makes its work unique. Milestones of literature, from Turkish to worldwide writers, find themselves at Yapı Kredi Publications.

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Life is full of ups and downs.
We're there for both.

Welcome to
UniCredit