

## **Framework Agreement between UniCredit and Consumer Organizations: the “Noi & Unicredit” Project goes live**

The “Noi & Unicredit” (“Unicredit & Us) Project goes live. It will involve the Unicredit Group and 12 Consumer Organisations in two working areas, whose activities will start in the next few days in Italy and could later be extended to other European countries.

On 9 July 2008, the Deputy CEOs Paolo Fiorentino and Roberto Nicastro sat down together with 12 representatives of Italian Consumer Organizations to sign the framework agreement that defines the relationship between Unicredit Group and the Consumer Organizations.

The agreement defines the Group strategy towards the Consumer Organisations in the light of the recent changes in the relationship between the Bank and customers and the new ideas emerging from the society and our Group, and it launches the “Noi & Unicredit” Project. The working areas will focus on the following topics:

- Working area 1 - “l’Innovatorio di Unicredit”, an innovative strategic observatory that aims at promoting innovation by anticipating trends and critical issues arising on the market through the study of customer/consumer expectations towards the banking/financial sector.
- Working area 2 - “ Innovative Information and Education Services”, in line with EU policy, aims at contributing to raise consumers' confidence in financial services through information and educational activities on banking and financial subjects. These activities will be addressed to external parties (customers and the community) as well as to the Group employees.

In the working areas, various activities will be carried out in cooperation with the Consumer Organizations. The “Open Bank” Project is the first project to be launched. It is aimed at strengthening cooperation between the Consumer Organizations and the Group, taking place on bank premises, also through the organization of meetings addressing branch directors and Consumer Organization experts. The first meeting is scheduled for the end of July at the Banco di Sicilia.

The “Accademia di Unicredit” Project will be addressed to customers and non-customers of the Group through financial education seminars carried out directly in the branches.

Moreover, the information services in the branches continue and are staffed by Consumer Organization experts in 100 Italian branches. Through these services the consumers and employees can benefit from information concerning everyday matters – home, insurance, transportation, public administration, etc – solving these problems in the branches directly with the support of CA experts.

The “Noi & Unicredit” Project will help to strengthen the Group’s external image of an open bank close to customers’ needs, thus helping us to prevent reputational risks, and it will contribute to create a common culture within the Group focusing on subjects related to the bank-customer relationship.