

PRESS RELEASE

UniCredit Group to Introduce New International Branding Strategy

- **UniCredit Group continues building a powerful European banking brand by introducing a new master brand strategy around the UniCredit Group brand device.**
- **Following alignment of its brands in CEE, the Group is now poised to adjust those in its core markets Italy, Germany and Austria.**

UniCredit Group is adopting a “master brand strategy” for its brands. Under this strategy, the “UniCredit Group” master brand and/or its distinctive brand device will be leveraged as an umbrella brand across all business divisions and countries – leveraging, however, the local brand heritage where it is valuable.

“We are a leading European bank – in fact the first truly European bank, and we want to be perceived as such,” says Alessandro Profumo, CEO of UniCredit Group. “We are convinced that all divisions of the Group will benefit significantly from building a strong brand around our UniCredit Group master brand. We believe that we will benefit significantly from making clearly visible to our stakeholders – ranging from employees to customers – that we all belong to a strong international banking group, while continuing to actively promote cultural diversity and build on existing local brand value.”

Earlier this year, the Group began aligning its brands in Central and Eastern Europe (CEE), bringing them close to the master brand. Most banks have changed their names to “UniCredit Bank“, those with a highly recognized brand – such as “UniCredit Bulbank” or “Zagrebačka banka” – have kept their existing local names but adopted the master brands visual identity, including colours, logotype and brand icon. Now, UniCredit Group has decided to align its brands with the master brand also in its core markets Italy, Germany and Austria.

A summary of the main changes

IN ITALY

Retail banking will continue to operate under the brand “UniCredit Banca” but will adopt the red colour of the master brand

Private Banking will continue to operate under the brand “UniCredit Private Banking” but will adopt the red colour of the master brand

Corporate Banking, currently operating as “UniCredit Banca d’Impresa” will change to the new brandname “UniCredit Corporate Banking” and equally adopt the red colour.

 **UniCredit Banca**

 **UniCredit**
Private Banking

 **UniCredit**
Corporate Banking

IN GERMANY

The “HypoVereinsbank” brandname will remain, while adopting the visual identity of the master brand. With respect to private and corporate banking activities the sub lines “Wealth Management” and the “Corporate Banking” will be enclosed; for retail banking, only the subline “UniCredit Group” will be used:

 **HypoVereinsbank**
UniCredit Group

 **HypoVereinsbank**
Wealth Management

 **HypoVereinsbank**
Corporate Banking

IN AUSTRIA

The brand “Bank Austria Creditanstalt” will change to “Bank Austria” and implement the visual identity of the master brand. The corporate banking will be identified by the sub line “Corporate Banking”, while for retail banking only the subline “UniCredit Group” will be used. The two private banking subsidiaries, Schoellerbank and Bank Privat will also adopt the visual identity of the master brand:

 **Bank Austria**
UniCredit Group

 **Bank Privat**
UniCredit Group

 **Schoellerbank**
Private Banking

Member of  UniCredit Group

 **Bank Austria**
Corporate Banking

Since 2006, the Group's investment banking units have been operating using the “UniCredit Markets & Investment Banking” divisional brand across all countries. This will continue with a minor change in the positioning of the subline:

 **UniCredit**
Markets & Investment Banking

The changes now decided to be implemented in Italy, Germany and Austria are a logical next step in this overall context. These changes will be accompanied by further measures:

- The leasing companies will be rebranded and will operate under the "UniCredit Leasing" brand throughout Europe. As the leasing business of the Group – which is together with Capitalia the largest provider of leasing services in Europe – has a focus on cross-border business, aligning the brand internationally is a natural move.
- With a view to further emphasize the membership to the Group – both internally and externally – the e-mail addresses of all employees of the Group will be changed to either "unicreditgroup.eu" or "unicreditgroup" followed by the respective country code: for example "unicreditgroup.hu" in Hungary.

The roll-out of all these changes will begin in the fourth quarter of 2007 and will be achieved by the end of the first quarter of 2008. The existing UniCredit Banca retail network in Italy will see its visual identity migrate to the colour red in early 2009.

“Our aligned look and feel will make our customers and the public at large more easily recognise the banks of UniCredit Group in all 23 countries we operate in. It will implicitly demonstrate the international power and standing of our Group locally in each of these markets. A more direct benefit will be evident for our internationally oriented corporate customers, who will feel at home no matter in which country they use our services”, says Marc Beckers, Head of Identity & Communications for UniCredit Group.

The Group expects to benefit from further advantages of the new market strategy: the impact of marketing and communications investments will increase significantly as the uniform visual appearance in all markets will lead to significant spillover effects. Moreover, all divisions and local banks will benefit from investments in the UniCredit Group master brand made at international level. Sponsorships, for example, can now be considered from an international perspective, having a much wider reach and impact.

“Alongside this harmonization of the brand architecture, we are also working to define and roll out a unified brand positioning across all business divisions and countries, which will provide a common thread for all marketing and communications activities, and further increase the efficiency and effectiveness of communications”, Beckers says.

Milan, 20 September 2007

With a current market capitalization of approximately €65 billion, ranking among the top financial groups in Europe, UniCredit Group has a presence in 23 countries, with over 35 million clients and 7,500 branches, approximately 135 thousand employees and total assets of €869 billion as of 30 June 2007.

Upon completion of the merger with Capitalia, UniCredit Group will significantly strengthen its presence in Italy, which is one of its key markets alongside Germany, Austria and CEE. In the CEE region, UniCredit Group operates the largest international banking network with over 3,100 branches and outlets, where more than 62,000 employees serve approximately 24 million customers.

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The new logo can be downloaded at www.unicreditgroup.eu > Media center >Image Bank