



PRESS RELEASE

UGF BANCA IS BORN

As from today Unipol Banca has changed its name and become UGF Banca. The new name reflects the increasingly closer links between the bank and the networks of insurance agencies belonging to UGF – Unipol Gruppo Finanziario. Unipol Merchant and Cooperleasing have become UGF Merchant and UGF Leasing respectively.

As from today Unipol Banca has changed its name and become **UGF Banca**. The change of the name was born out of the desire to harmonise the various banking and insurance aspects of the business of UGF – Unipol Gruppo Finanziario.

Carlo Salvatori, UGF's Chief Executive Officer, declared: *"According to UGF's strategy, the Bank's role is to augment and improve the range of products and services, including advisory services, offered to our customers by the Aurora and Unipol sales networks. The new name of UGF Banca reflects its closer links with the networks of insurance agencies and is in line with the aim of a stronger and more recognisable identity for our entire Group."*

UGF Banca has **299 branches in 18 regions and 78 provinces**, most of which, currently 183, are bank branches combined with insurance agencies, thus providing a clear and simple way of meeting the most diverse requirements of individuals and companies under one roof.

*"It is not only a matter of 'a change of name' – emphasised **Luciano Colombini**, General Manager of UGF Banca – but of pressing on with our aim of providing integrated services and maintaining our lead in the market. Transparency, accessibility, good customer relations, attention to companies' requirements, ability to grasp the opportunities that the market has to offer: these are what UGF Banca contributes, now with the added features of modernity and dynamism, thanks to the strength that comes from being part of Unipol Gruppo Finanziario."*

UGF Banca S.p.A.

Registered Office: Piazza della Costituzione, 2 – 40128 Bologna
Tel. 051/3544111 – Fax 051/3544100/101 – Bologna Companies' Register
tax code and VAT reg. n° 03719580379 – Share capital €703,500,000 fully paid-up – Registered as a Bank and
Registered as the Parent Company of the UGF Banca Banking Group
Company managed and coordinated by Unipol Gruppo Finanziario S.p.A.
Member of the Interbank Deposit Protection Fund – Member of the National Guarantee Fund
ABI (Associazione Bancaria Italiana – Italian Banking Association) Code 3127.8





The new name has also been bestowed on the companies belonging to the Banking Group: Unipol Merchant and Cooperleasing which become **UGF Merchant**, the bank for companies operating in merchant banking and in medium- and long-term lending, and **UGF Leasing**, which specialises in leasing agreements and operates in all sectors of business with a focus on companies, whatever their size and market, and professionals.

Several aspects linked to the rebranding will take effect today, initially the Bank's new Internet sites (www.ugfbanca.it), Merchant Bank (www.ugfmerchant.it) and Leasing Company (www.ugfleasing.it).

Bologna, 23 February 2009.

Contacts

Laura Ariotti
Communications
UGF Banca
Tel +39 051 35444374

laura.ariotti@ugfbanca.it

Ad Hoc Communication Advisors
Paolo Mazzoni
Tel + 39 335 1415590

paolo.mazzoni@ahca.it

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