

PRESS RELEASE

INTESA SANPAOLO PRESENTS “PROTEGGICONME”, THE INSURANCE POLICY THAT HELPS PROTECT OUR QUALITY OF LIFE

- **“ProteggiConMe” is Intesa Sanpaolo’s solution for protecting our quality of life from unexpected events**
- **Three modules, also available separately: Mortgage, Spending and Investments-Insurance**

Milano, 15 April 2013. The significant social changes taking place, made even more acute by the impact of the ongoing economic crisis, **have generated a new acknowledgement among Italian families of the importance of taking out insurance** in order to help with day-to-day expenses also in the case of unexpected events.

“ProteggiConMe”, the new Intesa Sanpaolo Assicura policy, is a concrete insurance solution for those that wish to protect themselves from specific events that may compromise their ability to **afford the regular day-to-day outgoings** from their current accounts. Around a year since the launch of the highly popular car insurance product ViaggiaConMe, the **new ProteggiConMe policy represents another step in the Group’s strategy of innovating and developing its range of insurance products** for the protection of its Customers, a strategy based on the development of **top-quality and highly effective solutions**.

ProteggiConMe is a policy which, in the event of complete permanent invalidity and – according to one’s profession - unemployment, complete temporary disability or admission to hospital, makes it possible to continue to make regular payments or money transfers from a Group Bank current account for: direct debit payments (RID) or payments against notice (MAV), rent payments via bank transfer, credit or debit card payments; payments for mortgages provided by a Group Bank and periodic scheduled payments into Group company investment, pension or insurance products.

“ProteggiConMe” comprises three modules, which are also available separately: the **Mortgage Module**, the **Spending Module** and the **Investments-Insurance Module**. At every annual expiry date it is possible not only to change the insured amounts (which can range from a minimum of 300 euro to a maximum of 3000 euro a month) but also to add or remove modules from the policy on the basis of changing requirements. A flexible and innovative tool dedicated to Intesa Sanpaolo customers of between 18 and 69 years of age.

For more information:

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