ALEXBANK opens its newest branch housed in the historical headquarter building of the Italian Consulate in Raml Station

Vercelli: a unique flagship branch serving SME and Magnifica customers

Cairo – 11 September 2014 - As part of ALEXBANK's continued plan to revamp its network, the bank celebrated the opening of its newest branch in the Raml Station area in Alexandria. The new branch is housed in the former Italian Consulate headquarters building; one of the oldest historical buildings in the city of Alexandria.

The branch opening ceremony was attended by Secretary General of Alexandria governorate General Hussien Ramzy on behalf of General Tarek El Mahdy, governor of Alexandria, accompanied by Maurizio Massari, the Italian Ambassador in Egypt, and Marcello Sala, deputy chairman of Intesasanpaolo Management Board, as well as ALEXBANK 's top management and a select group of economists, businessmen, investors and academics.

Roberto Vercelli, CEO of ALEXBANK, expressed his delight at opening the branch saying, "*The building was beyond the concept of consular service, it was an inspirational center for disseminating culture and the arts since its inauguration in 1880 and ALEXBANK will do its best to continue this cultural role by holding cultural events in the place.*"He added, "*Opening the new branch in that building reflects the depth of the distinguished relationships that have endured for hundreds of years between Egypt and Italy. It could not have been possible to turn that historical building into a bank while preserving its monumental architectural character if not for the close cooperation and full coordination between the Italian Government and the Egyptian Government especially the Governorate of Alexandria.*"

Roberto added further," *the new branch is specially regarded among all other ALEXBANK branches because it is a flagship exclusively designed for SME and Affluent customers(MAGNIFICA), therefore confirming our support to SMEs which are considered the real backbone of the economy during the next phase.*

-**End**-