

PRESS RELEASE

BPER Banca: the new istituzionale.bper.it website is online

Modena, 28 June 2018

BPER Banca's new website, *istituzionale.bper.it*, in Italian and English, is now online for the benefit of shareholders, journalists, investors, analysts and institutional stakeholders.

The new website replaces *gruppobper.it* for all official communications of BPER Banca and the BPER Group, such as press releases, market presentations of economic data and financial information, which can also be seen in the form of interactive graphs.

Information plays a central role. This is the concept that inspired the website's design, giving particular importance to the visuals used to convey information and documents to users: a clean and essential graphic layout, accessible with any device (pc, smartphone, tablet), which makes it easy to find the information that you are looking for. It is also possible to subscribe to the alert newsletter to make sure that you are updated in real time on the more important publications, receiving them by e-mail.

As regards the project, the Deputy General Manager and Chief Business Officer, Pierpio Cerfogli, said: "With *istituzionale.bper.it*, which comes just seven months after the release of *bper.it*, the new commercial website, we are addressing a public that is very demanding, one that wants to find up-to-date and well organised information as quickly as possible. We wanted a website where it is easy to find information, while still being able to present it in innovative and captivating ways, with visuals if possible, because even financial and institutional information can be "pleasant" to consult. This is another important step in BPER Banca's digital renewal process, which let us have a more open, immediate and effective dialogue with our stakeholders."

External Relations

Eugenio Tangerini (+39) 059 202 1330 – eugenio.tangerini@bper.it

Davide Lamagni (+39) 059 202 2158 – davide.lamagni@bper.it

Marcello Floris (+39) 059 202 2543 – marcello.floris@bper.it