

PRESS RELEASE

BPER redraws its distribution network with nine regional offices on the Italian mainland

Modena – 18 September 2014. The Board of Directors of Banca Popolare dell'Emilia Romagna met on 16 September and approved an organisational reconfiguration to be implemented at the same time as the merger of Banca della Campania, Banca Popolare del Mezzogiorno and Banca Popolare di Ravenna, due to be completed by the end of November.

Under this reconfiguration, the Bank's distribution structure on the mainland will be divided into nine Regional Offices, as follows: **Regional Office of Lombardy and Triveneto** based in Milan, **Regional Office of West Emilia** based in Reggio Emilia, **Regional Office of Central Emilia** based in Modena, **Regional Office of Tuscany-Emilia** based in Bologna, **Regional Office of Romagna** based in Ravenna, **Regional Office of Lazio** based in Rome, **Regional Office of the Adriatic** based in Lanciano, **Regional Office of Campania** based in Avellino, and the **Regional Office of Southern Italy** based in Crotona.

This evolution of the distribution structure on the mainland, which consists of 793 branches in total, has the dual objective of consolidating the Bank's traditional roots in the areas served and optimising customer service, while pursuing improvements in operating efficiency through a further process of simplification.

The new organisational model envisages that the Regional Offices will have ample operating autonomy, a reinforcement of the business area and a redesign of the decision-making process in the disbursement of loans to respond more and more rapidly and effectively to customers' needs.

"The imminent mergers of a number of Group banks - explains Alessandro Vandelli, CEO of BPER - complete an important process of transformation through which we aim to focus our business more in line with the evolution of the market and the expectations of stakeholders. This profound transformation - continues Vandelli - forms part of the ongoing process of developing the 2015-2017 Business Plan and has the objective to achieve maximum efficiency and quality of the services that we offer, combined with the values reflected in our closeness to the customer, which we consider a fundamental characteristic of BPER. It seems to me that the reconfiguration that we have just approved is the right answer to both of these requirements."

Banca popolare dell'Emilia Romagna
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The press release is also available in the 1INFO storage device.

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This is a translation into English of the original in Italian. The Italian text shall prevail over the English version.