

Press Release

ANIMA Sgr and Banca di Credito Popolare sign a 5 years partnership in asset management

- The objective of the agreement is to assist the Banca di Credito Popolare in the development of wealth management
- The partnership foresees that ANIMA and the Banca di Credito Popolare cooperate in the marketing and commercial activities on the 62 branches bank's network

Milan, 10 March 2021 - ANIMA Sgr and Banca di Credito Popolare ("BCP") signed a 5 years, renewable partnership agreement in the asset management sector.

The agreement is part of the ANIMA Group's strategy to strengthen investments in distribution partners with growth potential and, in line with the strategic guidelines of BCP, aims to further develop wealth management activities in cooperation with the Bank.

The partnership foresees that ANIMA can support marketing and commercial activities on the network of the Bank's 62 branches, in support of the placement activity, with particular attention for the training made by ANIMA through the "Accademia Anima" and aimed at enhancing the Bank's advisors.

Banca di Credito Popolare, as of 31 December 2020, has a network of 62 branches, almost all in the Campania region, with deposits in excess of 2.8 billion euros, of which around 445 million in managed assets.

"We are particularly pleased to become one of the main reference partners of the Banca di Credito Popolare in the wealth management. This agreement enhances ANIMA's capability to support its partners with reliable and innovative products, market intelligence and support with a high-level training activity, which is increasingly strategic to create value for customers-investors", comments Fabrizio Carenini, Head of Banking Networks at ANIMA. *"Furthermore, the agreement allows us to increase coverage in an area with an interesting potential such as the Campania region".*

"Banca di Credito Popolare signed with interest the agreement with Anima SGR, one of the main operators in the asset management sector", comments Antonino Del Gatto, Chief Commercial Officer of BCP. *"This partnership represents for BCP a further important step in the diversification and customization of products and services that tangibly contribute to the achievement of the investment goals of an increasingly aware customer base with constantly evolving needs."*

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ANIMA

ANIMA is a leading Italian independent asset management operator, with around €194 billion of assets under management (as of December 2020). A synthesis of different complementary paths and specializations, ANIMA nowadays offers one of the largest range of products and services available on the market. ANIMA's offering is composed of Italian and foreign collective investment schemes and SICAVs. The company also offers institutional and private



pension funds, as well as private wealth and institutional asset management services. For further information, please visit www.animaholding.it

BANCA DI CREDITO POPOLARE S.C.p.A.

The Banca di Credito Popolare was founded on April 19th 1888 in Torre del Greco (near Naples) and on May 1st 2005 it became a "joint stock cooperative company". The Bank is the parent company of the Banca di Credito Popolare Banking Group, formed in 2002 following the establishment of the single-member Immobiliare Vallelonga Srl company. With volumes of approximately €4.5 billion, total deposits of approximately €2.8 billion (at the end of 2020) and a network of 62 branches distributed throughout the provinces of Campania and southern Lazio, Banca di Credito Popolare today constitutes the only sizeable autonomous entity, of the credit system in Campania. The Bank currently has over 5,000 shareholders and more than 500 employees. For more information, visit the website www.bcp.it

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