



BANCA POPOLARE DI MILANO

## PRESS RELEASE

### Banca Popolare di Milano acquires IntesaTRADE SIM SpA and secures authorization to incorporate WeBank

Milan, 30 July 2009 – We would like to announce that today's date marked the completion, in performance of the agreement signed on 2 February of this year, of the transfer from Intesa Sanpaolo to Banca Popolare di Milano of ownership of the shares of IntesaTRADE SIM SpA, a company that operates in the online trading segment, for a total value of €45 million. Banca Popolare di Milano received authorization from the Bank of Italy to **acquire 100% of IntesaTRADE SIM S.p.A. and to transform We@Service**, a Bipiemme Group company currently devoted to software development, sales and marketing and advisory for Internet operations, into a bank, **WeBank S.p.A.**

Following the closing of the acquisition by Bipiemme, IntesaTRADE SIM S.p.A., which is changing its name to **WeTrade SIM S.p.A.**, will continue to reinforce its growth in the trading and online investments industry, which over the years has allowed it to become a leading stock-market intermediary.

WeTrade's new board of directors currently consists of Michele Motterlini, the Chairman, and Andrea Cardamone (General Manager of We@Service) and Maurizio Biliotti (BPM's IT Organization and Operations Head) as directors. The board of auditors is currently chaired by Paolo Salvaderi, and Paolo Giolla and Giovanni Tedeschi have been appointed statutory auditors. The firm's General Manager is Giovanni Damiani (BPM's Head of Information Technology and Operations).

By creating WeBank and acquiring IntesaTRADE SIM S.p.A., the Bipiemme Group is expanding and completing its line of banking and financial investment services and products dedicated to the Internet channel, thereby strengthening its current positioning and penetration of the online market.

**For further information:**

**Banca Popolare di Milano**

Press office  
Ildebrando Radice

Annalisa Presicce  
[annalisa.presicce@bpm.it](mailto:annalisa.presicce@bpm.it)  
Tel. 02.7700.3784

Investor Relations  
Roberto Peronaglio  
[roberto.giancarlo.peronaglio@bpm.it](mailto:roberto.giancarlo.peronaglio@bpm.it)  
Tel. 02.7700.2574

**Webank**

Press office  
Vittoria La Porta  
[vittoria.laporta@weservice.it](mailto:vittoria.laporta@weservice.it)  
Cell. 3346713873