

NEWS RELEASE**Banco Popolare and BPM introduce the new logo of Banco BPM SpA**

Verona-Milan, 22 December 2016 – On 1 January 2017 the merger between BPM and Banco Popolare will come into effect and will give rise to the third Italian bank, with 2,500 branches and more than 25,000 employees. Present all over Italy, Banco BPM will be the leading bank in the wealthiest areas of the Country, and will serve more than 4 million customers.

The logo we chose to identify the new Banco BPM group celebrates the heritage of two major popolari banks, while representing their union. The color shades blending from blue to green, two colors that are deeply associated with the identity of the two banks, represent the combination of values, intents and visions on which Banco Popolare and Banca Popolare di Milano have been founding their history.

The stylized horizon - symbol of the shared commonality and bond between two worlds that are coming together and are heading towards the same future - overlooks the logotype and represents an element of cohesion: a line reflecting the link between the two banks, which together give rise to a nationwide entity which will keep on supporting the projects, growth and development of all the people and businesses dwelling in their franchises.

A minimal and contemporary symbol, designed and executed entirely in-house by the new Group, stating its resolve to embrace innovation while respecting tradition, and to take on new challenges to support the youth above all, and to create value for our customers, shareholders and communities.

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