

The Cassa Centrale Group announces the new national communication campaign:

"Today the word is ESG. For us, it's doing the right thing. Always".

The evolution of the "Founded on the common good" path tells the story of the cooperative bank model, that has support for people and local areas in its DNA.

Trento, 22 May 2026 - The process of identity consolidation of the **Cassa Centrale - Credito Cooperativo Italiano Group** continues and is strengthened with the launch, on **Sunday 24th May**, of the **new national communication campaign** dedicated to sustainability issues from an ESG (Environmental, Social, Governance) perspective.

The new communication project is the natural evolution of the institutional campaign launched in 2023 with the concept "*Founded on the common good*", because it encapsulates, in an even clearer and more accessible way, the cooperative identity that is the hallmark of the Cassa Centrale Group.

With a visual language that also speaks to the new generations, the creative concept depicts a cooperative bank model that supports people, highlighting how ESG issues have always been part of the Group's identity and are translated into practical actions for members, customers and local communities on a daily basis. This is where the key message of the campaign comes from: "**Today the word is ESG. For us, it's doing the right thing. Always**". An expression that encapsulates the continuity between the values that have historically inspired the Group's actions and the priorities that today guide the debate on sustainability, in line with the sustainable development goals of the United Nations 2030 Agenda.

The campaign will be disseminated **nationally** through multi-channel planning involving the main media, and will be subject to widespread **local implementation**, aimed at strengthening the territorial roots of the affiliated Banks.

"With this new campaign, we want to convey, in an even more direct and authentic way, what characterises and distinguishes our way of being a different bank. - declared **Sandro Bolognesi**, Chief Executive Officer of the Cassa Centrale Group - The ability to support the growth of communities through relationships based on trust, proximity to local areas and attention to people. A commitment that we have always pledged, long before it was codified and became a trend, and which will play an increasingly central and strategic role in the Group's future".

The campaign was carried out internally by a working group consisting of the Brand Marketing & Communication team of the Parent Company and the representatives of 9 affiliated banks. The creativity was handled by the agency TWENTY8 Studios, with planning overseen by the media centre STARCOM, part of the Publicis Group.

For further information:

External Relations and Sustainability Service

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The **Cassa Centrale – Credito Cooperativo Italiano Group** includes 65 BCCs (Cooperative Credit Banks), Rural Banks and Raiffeisenkassen, with 1,501 branches across Italy, over 12,500 employees, and 500,000 Cooperative Members. With balance sheet assets of €94 billion as at 31/12/2025, the Group ranks among Italy's top 210.

CASSA CENTRALE BANCA – CREDITO COOPERATIVO ITALIANO S.P.A.

Share Capital: EUR 952,031,808.00, fully paid-up.

Enrolled in the Register of Companies of Trento and Italian Tax Code 00232480228 – Representative of the Cassa Centrale Banca VAT Group – VAT No. 02529020220

Member of the Cooperative Credit Depositors' Guarantee Fund and the National Guarantee Fund

Company entered in the Register of Banks – ABI 03599

Parent Company of the Cassa Centrale Banca Cooperative Banking Group, registered with the Register of Banking Groups

Registered office and Headquarters: Via Segantini 5, Trento – Tel. +39 0461 313111 – Fax +39 0461 313119 – www.cassacentrale.it