

INTESA SANPAOLO ASSICURAZIONI GROUP JOINS THE CONFERENCE OF EUROPEAN BANCASSURERS (CEB)

Turin, February 23, 2026 – Intesa Sanpaolo Assicurazioni announces its **membership in the Conference of European Bancassurers (CEB)**, becoming the **first operator in the Italian bancassurance market to join the CEB, which includes 21 companies headquartered in Europe.**

Chaired by Xavier Larnaudie-Eiffel (Groupement Français des Bancassureurs), with Javier Valle (VidaCaixa) as Vice-Chair and Álvaro Urrutia (President of the Spanish Association of Bancassurance AMAEF) as General Director, CEB's goal is to **facilitate dialogue** among all interested parties, **highlighting the value of the bancassurance model**, for consumers, the insurance industry, and society as a whole, **through various initiatives:**

- **promotion** of sustainability and development of the bancassurance model
- **increased** perception of value for consumers
- **contribution** to reducing protection gaps
- **evaluation** of legislative and regulatory changes relating to the insurance sector
- **support** for bancassurance companies in their relations with institutions and professional bodies at European and international level.

The CEB also **organizes events and promotes research**, on issues related to European and local regulations and competition.

*"Our participation in the Conference of European Bancassurers as the first Italian operator in the sector," states **Virginia Borla, CEO and General Manager of Intesa Sanpaolo Assicurazioni**, "strengthens our commitment to proactively participate in the growth and recognition of the bancassurance model on a European scale. A comprehensive dialogue between the main market players and institutions, combined with an in-depth analysis of regulatory issues, will foster the development of increasingly robust and sustainable insurance solutions."*

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For more information about the association: <https://bancassurers.eu/>

Intesa Sanpaolo

Intesa Sanpaolo, with €425 billion in loans and more than €1.5 trillion in customer financial assets at the end of December 2025, is the largest banking group in Italy, with a significant international presence.

It is a European leader in wealth management, and operates an integrated Wealth Management, Protection and Advisory platform, built on fully owned product factories and distribution networks working under full strategic control.

With a world-class position in social impact, Intesa Sanpaolo is also committed to decarbonization and to supporting clients in the sustainable transition.

The Bank's network of museums, the Gallerie d'Italia, hosts its owned artistic heritage and cultural projects of recognized value.

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