

PRESS RELEASE

BPS Metabanking Week:

The first event organised by the Banca Popolare di Sondrio in the metaverse.

Wednesday 17th to 23rd May will see the BPS Metabanking Week-the first ever event organised by the Banca Popolare di Sondrio in the metaverse. Through the use of avatars, via web or using the app, users will be able to explore a digital environment experiencing a unique total immersion in the metaverse of 'The Nemesis'- an entertainment platform which offers innovative activities in virtual reality, all free of charge and without subscription. Accessing www.popso.it/metabankingweek the user assumes the leading role in what can only be described as ‘ a new way to experience banking’ in fact, as the promoters claim, it will be possible to take advantage of material aimed at both training for managing finances as well as the opportunity to take a closer look at the BPS Group in terms of both products and services offered as well as the cultural/social events that Nonsolobanca proposes to its customers and the local community.

Always aware of the emerging needs of its clientele, the Banca Popolare di Sondrio is evolving its way of banking, moving towards a branch concept model which is ever more advanced and designed to satisfy the demand for digital usage, aiming at multichannel interaction which enables the client to interact through a phygital approach in line with the provisions of the 2022-2025 Industrial Plan ‘Next Step’.

For more than 150 years of its history, The Banca Popolare di Sondrio has made innovation one of its key principles. With the ‘BPS Metabanking Week’ the Bank confirms its pioneering spirit distinguishing itself as one of the first banks to approach the metaverse, demonstrating its constant

attention towards evolutionary developments that facilitate and stimulate relations with its customers.

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