
PRESS RELEASE

**THE BANCA POPOLARE DI SONDRIO AWARDED THE 2023 MF INNOVATION AWARD
IN THE 'NEW OPERATING MODELS' SECTION**

Tuesday April 18th saw the 20th edition of the MF Banking Awards, organised annually by Milano Finanza to award prizes for the best innovations and operational developments in the financial sector. **The Banca Popolare di Sondrio received the 2023 MF Innovation Award for its operating system 'òmnià' in the 'New Operating Models' section.**

Over the last sixteen years the Award has been given to products, services and projects that manage to combine innovation and sustainability in order to generate long term value in the financial sector. The Banca Popolare di Sondrio's **òmnià** operating system was recognised as possessing the ability to ensure conformity and adequacy in the Bank's internal processing of both National Directives, (Bank of Italy) and European Directives (EBA) concerning matters of product governance. Furthermore, thanks to the use of Artificial Intelligence this technological solution not only analyses client and product databases but also suggests client-product opportunities in line with characteristics, costs and risk. A system therefore that replaces the traditional model based on questionnaires thus becoming less time- consuming and more efficient both for the client and the operators in the banking system.

"We are extremely proud of this award which recognises the innovation inherent in our '**òmnià**' project, a project that provides added value to an intuitive approach of adopting techniques based on A.I. in order to comply with, on the one hand, regulatory requirements and on the other with the digitalization and simplification of the processes without losing sight of a client-centred approach. The operating system represents an environment which is apparently clearly defined yet which contains within itself evolutive potential towards a business model in which 'data' and 'information' become related directly to decision making and operating processes as well as client procurement and customer relations, all elements which form an integral part of our

work and our vision of banking” (**Milo Gusmeroli, Chief Information Officer, Banca Popolare di Sondrio**)

In over 150 years of the Banca Popolare di Sondrio Group’s history, innovation has always been a distinctive characteristic with substantial investment in advanced technologies for everyday activities, offering clients new products and services and also for security. In keeping with the ‘Next Step’ Business Plan, the Bank continues its digital evolution for client relations consolidating the new branch model characterised by an ever-increasing multichannel phygital experience thanks to robotisation and automation of various processes aimed at improving the client’s experience and freeing up commercial energies to dedicate to higher value added activities.

Sondrio, April 20th 2023



Company Contacts:

External Relations: Paolo Lorenzini 0342-528.212 paolo.lorenzini@popso.it

Image Building: Cristina Fossati Anna Pirtali 02-890.11.300 popso@imagebuilding.it