



Banca Popolare di Sondrio

Press Release

THE BANCA POPOLARE DI SONDRIO AWARDED THE “Investire 40 years ‘ (and more) brand” PRIZE Promoted by Economy Group on occasion of the “Investire 40 Years Awards”

Sondrio, 2nd October 2023 – the Banca Popolare di Sondrio has been awarded the **“40 years (and more) brand”** prize during the ‘Investire 40 Years Awards’ organised by the Economy Group publishing house which, amongst other publications, issues ‘Investire’ a well-known monthly publication dealing with the financial world and investment. The Group is celebrating its 40th anniversary.

The award recognises the ability of financial institutions like the Banca Popolare di Sondrio in maintaining their brand and identity over the last 40 years, focussing on the period from the 1980s to the current date- a period strongly characterised by dramatic changes in both market conditions and regulation

Mario Alberto Pedranzini, CEO and General Manager of the Banca Popolare di Sondrio, commented ‘We are very proud of this award which goes well beyond the confines of the last 40 years. In reality we should multiply this period by four as we approach our 160th anniversary. I would like to dedicate this award to all those who have collaborated with the Bank , present and past and ideally to all those who continue to support us in what was described as ‘A History from the Heart’. These are the people who have rendered our Bank an example of strategic and operational coherency -a characteristic which has distinguished us right from the start. Our history, our tradition, our identity and our values have remained unchanged over time despite adapting to the dramatic changes which have taken place since 1871 when the Bank was founded. Our focus has

always been that of affording concrete assistance to our clients, families and the business world. We continue to work and grow with dedication and professionalism driven by a spirit of responsible management and a sense of a community in which our clients can always identify themselves.

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