

ONE POLICY, ONE TREE: VERA FINANCIAL AND BANCO BPM LAUNCH AN ENVIRONMENTAL AWARENESS CAMPAIGN

By taking out insurance policies with Vera Financial, Banco BPM customers can help to replenish woodland destroyed by Storm Vaia in Trentino

Verona, 04 October 2021. Vera Financial, a subsidiary of Cattolica Assicurazioni Group, and Banco BPM launched today "One Policy, One Tree" a campaign to raise awareness of environmental issues and help to restore part of the forests destroyed by Storm Vaia, which hit Trentino on 29 October 2018.

With a common goal of making a tangible contribution straight away, Vera Financial will donate one tree to be planted and grown for every "Sustainable Future 2.0" policy taken out by Banco BPM customers until 31 December 2021. Every donation will help towards the reforestation of a wooded area, thanks to a partnership with Trentino Tree Agreement, an environmental awareness project created by the Autonomous Province of Trento, Trentino Marketing, the Department of Agriculture, Forestry and Soil Protection, the Provincial Agency for Public Forests and the MUSE Science Museum.

The Trentino Tree Agreement platform was created after Storm Vaia to promote the extensive forested area in the Trentino region and restore the precious natural assets that were lost.

The "One Policy, One Tree" campaign is part of a robust programme of activities to promote sustainability launched by the Cattolica Group and Banco BPM in order to create value in the region, with positive effects on the local community, environment and people. Specifically, the project furthers two of the 17 2030 Agenda Goals defined by the UN to achieve a better and more sustainable future for all: Goal 15, "Protect, restore and promote sustainable use of terrestrial ecosystems", and Goal 13, "Take urgent action to combat climate change and its impacts".



Cattolica Assicurazioni is one of the main players in the Italian insurance industry and has been listed on the Milan Stock Exchange since November 2000. With around 3.5 million customers who trust in the insurance solutions and products it distributes, the Group has total premium income of €5.7 billion (2020). At Group level, Cattolica has 1,360 agencies throughout Italy, covering both large cities and smaller towns, and a network of 1,851 agents. For further information: <https://www.cattolica.it/en/profile>

Banco BPM The Banco BPM Group was created on 1 January 2017 as a result of the merger between Banco Popolare and Banca Popolare di Milano. The firmly rooted tradition of these original banks inspired the Bank to pursue a mission of creating stable value over time for shareholders through profitability and sustainable development. Serving 4 million customers, the Group has a very diffuse distribution model based on innovation and sustainability. For further information: <https://gruppo.bancobpm.it/sostenibilita/>

CONTACT INFORMATION

ufficiostampa@cattolicaassicurazioni.it

stampa@bancobpm.it