

B-ILTY EXTENDS ITS SME-DEDICATED OFFER THANKS TO NEW PARTNERSHIPS

THE OPEN ECOSYSTEM OF B-ILTY'S PARTNERS IS ENHANCED AS THE RESULT OF NEW COLLABORATION AGREEMENTS SET UP TO UNLEASH THE HIDDEN POTENTIAL OF BUSINESSES

Milan, 19 May 2022 – b-ilty has been created to provide solutions capable of simplifying a businessman's life, a 100% digital open platform which allows banking operations and tools for supporting customer growth to be gathered together in a single ecosystem, making the management of day-to-day business activities quicker and more streamlined. Thanks to a state-of-the-art platform and an evolved user experience, b-ilty is able to provide not only financial services and credit but also a diversified range of products from selected partners of prime importance, all intuitively accessible from the platform.

The collaboration started in 2019 in the digital retail sphere with Helvetia Vita S.p.A. – a leading Swiss insurance company that has been doing business in Italy for over 70 years – has now given birth to “Helvetia E-Corporate Protection”, the policy that aims to safeguard a company's ability to meet its economic commitments in the event of unforeseen events occurring to its key figures. For the first time on the Italian SME market, the complete policy subscription process, including contract signing, can be carried out digitally thanks to the integration between the platforms of b-ilty and Yolo – an insurtech leader in the Italian market and Helvetia's technological partner in the project.

b-ilty also provides a wide spectrum of solutions for safeguarding the operations of a company and its employees through a partnership with Italiana Assicurazioni S.p.A.. The agreement envisages cutting-edge insurance solutions for the world of SMEs on the basis of their risk characteristics, with specific emphasis being given to the current interconnected, digital reality. Using b-ilty's platform, companies can get in touch with Italiana Assicurazioni which can then assess their specific business risks on the basis of a personalised approach and propose tailor-made solutions to provide them with the best possible insurance coverage.

Thanks to the collaboration with Zucchetti, SMEs can simplify their business management and achieve the best possible control over their internal data and processes. The products in the Zucchetti Store, the marketplace for the online purchase of applications and services for the business world, are available under favourable conditions for b-ilty customers. The offer ranges from credit intelligence and business check-up solutions for the economic and financial monitoring of the company to cloud-based solutions for the

simple and intuitive management of all the operational needs an SME may have – accounting, inventory and orders – and includes electronic billing solutions conceived for the specific needs of businesses.

The partnership with Microsoft Italia arose as a means of assisting companies with their digital transition. Thanks to this agreement, b-ilty's customers have at their disposal Microsoft solutions dedicated to personal and business collaboration and productivity, making the working environment increasingly safe, digital and connected. In addition, thanks to IWG, a Microsoft Golden Partner, b-ilty's customers can find the answers to their most complex needs and obtain solutions thanks to a free-of-charge support and advice process provided by IWG.

The new range of products and services accompanies the partnerships that have already been active since the platform was first launched. In particular, Open-es, the alliance that unites the business, financial and association worlds to provide a free tool and concrete support in the sustainable development path of all companies. Lastly, in the training field, the “Accelera con Amazon” programme, conceived to support the digitalisation of Italian SMEs, has been made available.

Carlo Panella, Head of Direct Banking in **illimity**, commented: *“b-ilty has been created with the aim of making a businessman's life easier, which is why we designed it with the logic of the ‘Business Store’: a space where companies can choose the services that best meet their needs. The partnerships we are establishing are providing their contribution to achieving this objective. In this respect we want to provide easy-to-use solutions that provide real support for all SMEs choosing b-ilty. There are many areas in which we want to provide this assistance, ranging from insurance and digitalisation through to training and sustainability, thanks to agreements with partners of excellence. Our offer is constantly evolving and we will continue to work in this direction in order to identify solutions useful for responding to the specific needs of businessmen in the various sectors of the economy”*.

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b-ilty

b-ilty is the digital business store for financial services and short- and medium/long-term credit dedicated to SMEs having a turnover of between 2 and 10 million euro. Created by illimity and constructed by listening to the needs of entrepreneurs, b-ilty responds to the requirement for rapid, tailor-made solutions by providing a complete banking offer available through a 100% digital platform which combines the best of new technology with specialist skills. Companies can avail themselves of the technical and professional support of an expert in the sector, the relationship manager, as well as a smart care service at their disposal seven days a week. The offer is constantly evolving and, through an open banking approach, includes not only illimity's products but also those of selected financial and non-financial partners. The platform is available under an all-inclusive subscription using the innovative "try & buy" formula.