



ILLIMITYBANK.COM FROM OPEN BANKING TO OPEN PLATFORM

illimity Hubs has arrived, an innovative collaboration model that makes its debut with MiMoto and Fitbit

Milan, 16 June 2020 – Just 9 months after its launch on the market, illimity's digital direct bank has come out with an absolute first for the sector, [illimity Hubs](#), an innovative collaboration model fully in line with both an open banking and open platform approach. The Hubs are making their debut with two partners of excellence, each of which with technology in their DNA and a vision consistent with that of the bank: **MiMoto**, the first electric scooter sharing mover which has revolutionised the concept of urban and sustainable mobility, and **Fitbit**, the company which helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their health and fitness goals.

With illimity Hubs, the bank is endeavouring to go beyond the traditional partnership model in a cross-industry perspective aiming to anticipate and respond to customer needs in an increasingly effective way through a unique and integrated user experience, which for the first time begins and ends on an [illimitybank.com](#) platform.

In illimity Hubs customers can utilise the functionalities provided by the partners on the [illimitybank.com](#) platform and activate services in synergy with banking operations. Included amongst these, for example, is the possibility of creating spending plans that are linked to the steps that you take, recorded by Fitbit, with the aim of reaching the number required to make your dreams come true or buy specific products. By adding the MiMoto app, for example, users can hire a scooter in the shortest time imaginable thanks to the Geomapping function, obtain expense reports for the journeys they have made or acquire a personalised MiMoto electronic debit card.

In addition, the advanced data analysis and artificial intelligence systems enable personalised advice to be provided by combining a customer's activity with his or her daily habits and customs.

This innovative model has been developed to encourage the use of new, better informed spending and saving routines based on specific interests and objectives and will be in constant evolution in terms of both services and partnerships.

The **illimity Hubs**, which are available from today and are initially reserved for the customers of partners opening a new illimity account, will be at the disposal of all the bank's customers from July.

Carlo Panella, Head of Direct Banking and Chief Digital Operations Officer in **illimity**, commented: *"In full open banking logic we have created a unique platform that enables customers to access the apps of non-financial partners of excellence in an ecosystem that is advanced in terms of both what is provided and the interconnected user experience. Thanks to the debut of illimity Hubs, illimity's fully digital direct bank is once again showing that it is able to go beyond by redrawing banking frontiers and putting customers and their daily lives at the forefront"*.

Gianluca Iorio, Founder & CEO of **MiMoto Smart Mobility**, stated: *"We are pleased with this partnership with illimity and proud of it. The aim of creating an ecosystem of synergic partners in order to provide an even better service to our users has been the objective of our work from the very beginnings of MiMoto, together with the company's other two founders Alessandro*

Vincenti and Vittorio Muratore. Our vision has always been to put users at the centre of a system dedicated to them, and hence our payoff "We Move People". We are really excited about the start of this collaboration, one which will enable MiMoto to launch its first co-branded sharing mobility electronic debit card, useful not only for being able to pay safely and securely for mobility services, which are increasingly centre stage at this time of emergency, but also for providing our customers with several direct benefits, promotions and synergies, seeking to satisfy an ever more digital and demanding target".

Giovanni Bergamaschi, Regional Director of **Fitbit** for Southern Europe, announced: "With this partnership we want to provide consumers with the possibility of having access to illimity's services while at the same time continuing to look after their health by constantly monitoring their objectives. For example, from today onwards anyone owning a Fitbit will be able convert their steps into spending plans, meaning that they will be able to keep fit while at the same time purchasing what they desire. This fits in perfectly with our holistic approach to people's health, by which psychological wellbeing is closely tied to physical wellbeing. Fitbit confirms its strategic commitment by providing consumers with new service models attentive to innovation as a means of capturing the evolving needs of our increasingly modern and informed users".

The new platform will be presented during a streamed event arranged by illimity in conjunction with StartupItalia that will take place on 19 June at 2.00 p.m.

From 2.00 p.m. to 3.00 p.m.
Digital Hubs: cross industry integration

Giovanni Bergamaschi, Regional Director of Fitbit for Southern Europe
Fjona Cakalli, Founder of TechPrincess
Gianluca Iorio, Founder & CEO of MiMoto
Carlo Panella, Head of Direct Banking and Chief Digital Operations Officer of the illimity Group
Paolo Rohr, Digital Director of Sorgenia

Accreditation and participation at the event via the following link:
<https://www.facebook.com/StartupItalia.eu/videos/575797039788654/>

For further information:

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illimity Bank S.p.A.

illimity is the high-tech banking start-up specialising in loans to SMEs and headed by Corrado Passera. **illimity** extends financing to high-potential businesses; it purchases distressed corporate loans and services these through its platform, **neprix**, and provides innovative digital direct banking services for customers through its digital direct bank, **illimitybank.com**. The story of **illimity** began in January 2018 with the launch of SPAXS S.p.A. - the first Italian entrepreneurial SPAC (special purpose acquisition company) set up to acquire and capitalise an entity operating in the banking industry - which raised 600 million euro. Just two months after its launch, SPAXS announced the acquisition of Banca Interprovinciale S.p.A., with the resulting business combination finalised in September 2018 after obtaining the approval of the shareholders of SPAXS in August 2018. The merger between SPAXS and the Bank gave rise to "illimity Bank S.p.A.", which began trading on Borsa Italiana's MTA exchange on 5 March 2019 (ticker "ILTY").

MIMOTO SMART MOBILITY

MiMoto Smart Mobility S.r.l., active in the cities of Milan, Turin and Genoa, is the first mover to have introduced Made in Italy electric scooter sharing, and thereby revolutionised the concept of urban mobility. An innovative, smart and green service to make the lives of our cities' residents easier, more fun and safer by simply renting electric, and therefore eco-sustainable, scooters by using the App on their smartphones. After being the force behind including scooter sharing in the new Istat consumer price index basket, testifying to how it has succeeded in changing people's habits and customs, MiMoto brings benefits, not only to the people who use it but also to the cities that house a service that is a public utility and a proud ally in the fight against atmospheric and acoustic pollution, traffic and the shortage of parking spaces.

Fitbit

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their health and fitness goals. Fitbit designs products and experiences that track and provide motivation for everyday health and fitness. Fitbit's diverse line of innovative and popular products includes Fitbit Charge 3™, Fitbit Inspire HR™, Fitbit Inspire™ and Fitbit Ace 2™ activity trackers, as well as the Fitbit Ionic™ and Fitbit Versa™ family of smartwatches, Fitbit Flyer™ wireless headphones, and the Fitbit Aria family of smart scales. Fitbit products are carried in over 39,000 retail stores and in 100+ countries around the globe. Powered by one of the most active fitness social networks in the world and using an extensive health and fitness database, the Fitbit platform delivers personalised experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps and the Fitbit OS for smartwatches. Fitbit's paid subscription service, Fitbit Premium, uses your unique data to deliver guidance and personalised coaching to help you reach your health and fitness goals. Fitbit Health Solutions develops health and fitness solutions designed to help increase engagement, improve health outcomes and drive a positive return for employers, health plans and health systems.

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