

**ILLIMITY IS PARTNER OF CAMPUS PARTY ITALIA
A KEY EVENT FOR YOUNG PEOPLE ON INNOVATION AND
CREATIVITY IN MILAN**

AMONG THE ACTIVITIES PROMOTED WILL BE BLIND INTERVIEW AND SPEED DATE FOR SELECTING NEW ILLIMITERS AND THE “OLTREHACK” HACKATHON WHERE ILLIMITY WILL INVITE PEOPLE TO TEST THE NEW DIRECT BANK’S APP IN ADVANCE AND TO PROPOSE INNOVATIVE SOLUTIONS

Milan, 24 July 2019. illimity, the innovative high-tech banking start-up led by Corrado Passera and listed on Borsa Italiana’s MTA exchange, will be participating as Star Geek Partner at Campus Party Italia, the world’s most important geek camping event dedicated to innovation and creativity.

The Italian edition, which will be held from 24 to 27 July at Milano Rho Fiera, will bring together youngsters, communities, universities, businesses and institutions with the aim of creating occasions for meeting and exchanging ideas and opportunities for professional growth.

Aware that dozens new digital work activities have arisen only in the last few years and with the objective of looking beyond today’s professions, illimity has fostered a research geared towards identifying the nature of the jobs of the future. The research shown that the leading two professions will be artificial intelligence expert (for 40% of Italians) and cybersecurity expert (for 34%). This conviction is especially entrenched in the under 24s, who include big data among the most important professional specialization environments (for 30% of young people).

From the conviction shared with Campus Party that it is essential to contribute to training young people in the new digital skills which will provide access to the professions of the future, illimity is taking part in the event with various activities that see the involvement of camperos and illimiters.

In particular, illimity has organized [OltreHACK](#), a hackathon, which will take place between 9 a.m. on Thursday 25 July and 10 p.m. on Friday 26 July and will be directed at developers, designers and marketing and communication experts, at which participants will be able to test in advance illimity’s App for accessing the new retail bank’s services which will be launched on the market in September. The services provided by the App have been created by illimity in conjunction with the [Vai Oltre La Forma](#) community, and during the session the banking start-up will be asking camperos to experiment and go beyond, thinking up innovative solutions for the new paradigm bank. The participants in this challenge, divided into teams, will be able to present their reports to a jury chaired by illimity’s Head of IT& Innovation, who will award prizes for the best three projects and offer an interim opportunity to the person who stands out the most.

In addition, at 7.30 p.m. on Friday 26 July, illimity will be holding a workshop dedicated to storytelling and creativity, at which designers, video-makers and creative talents will put themselves to the test in creating a campaign, a video and a Key Visual for interacting with the wide audience of millennials and generation Z.

The interim opportunity offered with OltreHACK is only one of the many positions that will be opened by illimity during Campus Party: the banking start-up, which in just a few months has arrived at over 270 illimiters, is actually aiming for this number to exceed 300, and during the event will hold informal meetings with potential candidates during Blind Interview and Speed Date.

The 21 searches currently being conducted (<https://careers.illimity.com/>) include, amongst others, those for Software Developers, who will have to grapple with AI and machine learning, Data Scientists, who will support the bank's strategic decisions, basing themselves on data analyses and developing new algorithms, and Innovation Analysts, who will play a key role in seeking and delineating innovative, tailored solutions with a high technological content for digitalizing processes.

In addition, new illimiters – with STEM, economic and legal profiles – will be selected by the end of the year to join the bank's various business units.

Campus Party will therefore be an important opportunity for meeting people, where the banking start-up will invite campuseros to discover the illimiter in them through gamification mechanisms which, through the use of the artificial intelligence algorithm developed by KnackApp, will help candidates reveal their innovative potential.

Finally, illimity will be involved in the rich agenda of appointments on the campus through several presentations:

- Corrado Passera, CEO di illimity, Main Stage, 25 July, 5.00 p.m. Round table: "What future for young Italian innovators?"
- Isabella Falautano, Chief Communication Officer & Stakeholder Engagement, Utopia Stage, 26 July, 10.30 a.m. Round table: "Women and Technology"
- Carlo Panella, Chief Direct Banking Officer, Utopia Stage, 27 July, 11.30 a.m. "Digital, Design and Customer Experience: the ingredients for co-creating to the very best with customers".

Corrado Passera, illimity's CEO, stated that *"our start-up couldn't miss out on an event like this, dedicated to young people and innovation, which I am sure will provide important opportunities for all the parties involved for an exchange of views and cultural as well as professional contamination. The new technologies are profoundly transforming many sectors and banking is undoubtedly one of these. illimity was created to innovate the way of doing banking by combining algorithms and skills, and to do this we count on the essential support of illimiters. Being at the Campus is therefore an exceptional opportunity for us, because we will be able to meet new talent there, future illimiters, and provide a preview of the app of our new direct bank, which we will be launching in September, to teams of young innovators. I am sure that new and important initiatives and stimuli for the future of both the campuseros and illimity will emerge during the planned initiatives and meetings"*.

For additional information contact:

Press and Communication illimity

Isabella Falautano, Francesca D'Amico

Sara Balzarotti, *Ad Hoc Communication Advisors*

+39.340.1989762 press@illimity.com

+39.335.1415584 sara.balzarotti@ahca.it

illimity Bank S.p.A.

illimity is the banking start-up formed in 2019 with a strongly innovative and high-tech business model, specializing in lending to SMEs and headed by Corrado Passera. **illimity** extends financing to businesses that are high-potential but still have a low credit rating or no rating, including the non-performing (Unlikely-to-Pay) SME segment; it acquires secured and unsecured Corporate NPLs with the aim of servicing these through its platform. By the end of the first half of 2019 it will start providing cutting-edge direct digital banking services for retail and corporate customers. The story of **illimity** began in January 2018 with the launch of SPAXS S.p.A. - the first Italian SPAC (special purpose acquisition company) set up to acquire and capitalize an entity operating in the banking industry - which raised EUR 600 million. Just two months after its launch, SPAXS announced the acquisition of Banca Interprovinciale S.p.A., with the resulting business combination finalized 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").