

BANCA PROGETTO AND CIRCULARITY TOGETHER TO HELP ITALIAN COMPANIES INTEGRATE ESG PRINCIPLES INTO THEIR BUSINESS MODELS IN ORDER TO REDUCE ENVIRONMENTAL IMPACT, INCLUDING CIRCULAR ECONOMY PROJECTS

The important agreement adds to the many services the bank already offers its customers through BusinessPlace, the new portal entirely dedicated to businesses

Banca Progetto, always open to collaborations with fintechs and innovative startups, chose Circularity because of the vision of its founders and the passion for the environment of its team of experts

MILAN, 5 March 2024 – Banca Progetto, a digital bank specializing in services dedicated to Italian small and medium-sized companies and private clients, which has always been committed to the issue of both environmental and social sustainability, has signed a partnership with Circularity, an innovative start-up and Benefit Company dedicated to the circular economy, which accompanies companies at all stages of the journey toward integrating ESG principles into their business model.

Circularity is the first platform designed for companies that brings together in one place all the tools useful for integrating environmental sustainability into their business: training, measurement tools and technical-strategic consulting for the circular economy and ESG issues. Circularity is the first peer-to-peer collaboration technology platform that brings together in a true ecosystem all actors involved in the circular economy to exchange materials for reuse in production processes, track and make transparent material flows. The goal is to support businesses, in the transition to circular production and consumption models and processes.

With BusinessPlace, Banca Progetto's corporate clients stay up-to-date on their financing and consult the section dedicated to selected products and services tailored to Small Business. Under the agreement, companies registered on

BusinessPlace can also access the Circularity proposition. Thanks to this partnership, Banca Progetto's clients can take advantage of a series of specially created ad hoc services and an 'all inclusive' package with favorable economic conditions that includes:

- Industrial symbiosis platform for the valorization of industrial waste.
- In-depth information on the environmental impact of current waste management.
- Digital tools for reporting on one's ESG performance and measuring one's level of circularity.
- Online training courses and webinars dedicated to sustainability issues.

As the climate and ecological crises worsen, the circular economy is now a key issue for a business that inevitably produces waste that needs to be reduced and recycled, not least because the European Union is increasingly pressing the issue. According to the 2023 'Report on the Circular Economy in Italy', our country is confirmed as the leader among the largest European economies with an overall recycling rate of 72 percent, although there are several alarm bells as we get worse on some key indicators such as the rate of circular material use and resource productivity. In short, there is still much to be done, primarily to create awareness toward the importance of recycling.

Camilla Colucci, CEO and Co-founder of Circularity: “Our approach is to position ourselves as ESG managers within our client companies with the aim of supporting them to activate concrete and measurable initiatives to reduce their environmental impact and improve their circularity and sustainability performance. In this regard, we believe that Banca Progetto’s initiative is of great value: it will be a privilege for us to be able to accompany SMEs that are part of its ecosystem on a path of ecological transition”.

Paolo Fiorentino, CEO of Banca Progetto: “We are excited about this agreement, we got to know the team of Circularity, a young and dynamic reality, and we were won over by their approach and ideas that have allowed us to create a unique reality of its kind in Italy today. We want to be a platform of reference for small and medium-sized Italian companies and we have the responsibility to accompany them on a path of transition to an increasingly sustainable business model, a condition that is now essential”.

Banca Progetto, a digital bank controlled by BPL Holdco S.à.r.l. - an investment vehicle traceable to Oaktree Capital Group - and led by Paolo Fiorentino, was born at a time of profound transformation of the Italian banking sector with the aim of quickly becoming one of the most important operators in the household and corporate credit market. With offices in Milan and Rome and a sales network spread throughout Italy, Banca Progetto is specialized in services for small and medium-sized Italian enterprises (SMEs) and retail customers. It targets private individuals with savings products such as deposit accounts and salary backed loans, and SMEs with medium to long term loans, non-recourse purchases of VAT credits as well as factoring.

Website: www.bancaprogetto.it

LinkedIn: <https://www.linkedin.com/company/banca-progetto/?originalSubdomain=it>

Circularity, founded in 2018 and led by Camilla Colucci, CEO of the company, is an innovative start-up and benefit company, that integrates in its corporate purpose, in addition to profit goals, the purpose of having a positive impact on society and the environment. Circularity, thanks to its team of professionals who are experts in sustainability issues and materials engineering, offers training courses, develops measurement tools and manages technical-strategic consulting projects to support companies on the path of integrating sustainability and circularity within their business model. Circularity's innovation lies in having developed the first and only industrial symbiosis platform in Italy that networks actors in the process of production, transformation and management of waste and materials to initiate circular economy paths.

Website: www.circularity.com

LinkedIn: <https://www.linkedin.com/company/circularity-be-circular/>

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