BANCA
SISTEMA

PRESS RELEASE

BANCA SISTEMA LAUNCHES "SI conto! JUNIOR", A CURRENT ACCOUNT DEDICATED TO YOUNG CUSTOMERS 0-18 YEARS OF AGE

TO CELEBRATE THE LAUNCH, BANCA SISTEMA WILL PROVIDE A 15,000 EURO SCHOLARSHIP TO THE WINNER OF MASTERCHEF JUNIOR ITALIA

Milan, 3rd April 2014

Banca Sistema launches **"SI conto! JUNIOR"**, a current account dedicated to 0-18 year old customers, that can even be opened online and remains **under the responsibility of the parents or the legal guardian of the minor**.

SI conto! JUNIOR is a Zero Fee account, offering customers a 2**% annual gross interest rate**.

The offer of SI conto! JUNIOR is split into **3 different age groups: 0-6, 7-12 and 13-18 years of age**.
For example only holders of a SI conto! JUNIOR from 13 to 18 years are allowed to have a debit card, if required, that is active on Cirrus and Maestro circuits. This could enable them to use it, for instance, while abroad for study travels.

All details of the product and how to activate it are available on **sicontojunior.it**; on the same website regular updates will be published, relating to new services that will be associated to the different age groups as time evolves.

The launch of SI conto! JUNIOR is part of a strategy of products and services for youngsters promoted by Banca Sistema through different initiatives, such as educational and entertainment events, aimed at helping them understand better the world of savings and economics in general.

To celebrate the launch of SI conto! JUNIOR, Banca Sistema has chosen to provide **a 15,000 euro scholarship to the winner of the first edition of the Masterchef Junior TV program**.

SI conto! JUNIOR is a further product in the range of banking products dedicated to retail clients: **"SI conto! CORRENTE"**, a Zero Fee account offering a 2% yearly gross interest rate like the Junior one; and **"SI conto! DEPOSITO"**, a time deposit offering durations from 3 months to 5 years. For more information on these products:

sicontocorrente.it

sicontodeposito.it

Banca Sistema adheres to the Fondo Interbancario di Tutela dei Depositi.

Banca Sistema
Headquartered in Milan, with offices in Rome and London, Banca Sistema specialises in financing and managing trade receivables owed by the Italian Public Administrations (PA's).
One of the primary objective of Banca Sistema is to support corporate entities in their business dealings with the PA's, acting as a bridge between the Public and Private sectors.
Banca Sistema understands the needs of corporate clients and strives to meet customers' goals whilst also being cognizant of the processes and issues that face the PA's.

Media Relations
Anna Mascioni
Tel. +39 02 802801
E-mail newsroom@bancasistema.it
Web: www.bancasistema.it - www.bancasistemarte.it