

## **Armando Franceschi appointed Chief Business Officer (CBO) of the new Sales Department of Cassa Centrale Banca**

**At Cassa Centrale Banca since 2005, the manager will assume responsibility for the Sales Department. The newly established department will focus on developing the sales activities of the Group's BCCs - Rural Banks - Raiffeisenkassen and will increase synergies between the parent company, affiliated banks and subsidiaries.**

**Trento, 21 December 2023** - With effect from 1 January 2024, in conjunction with the creation of the new Sales Department of Cassa Centrale Banca, Armando Franceschi will become the new Chief Business Officer (CBO), reporting directly to the Chief Executive Officer Sandro Bolognesi.

Since joining in 2005, after his studies in Business Economics completed with a master's degree in General Management from Bocconi University in Milan, Franceschi has grown professionally at Cassa Centrale Banca, moving from the Asset and Liability Management sector to the Management Consulting Office, becoming Head of Group Strategic Coordination in 2020 and then Deputy Planning Director.

He will take up the reins of the new Sales Department which, for the entire group, will develop and coordinate sales activities, disseminate best practices and implement strategies among the affiliated banks.

The new structure will allow the Cassa Centrale Group to guarantee the constant evolution of the distribution model and will aim to continuously enhance the quality of the service provided to customers, while satisfying an increasingly broader range of financial needs.

Thanks to the development of applications and business analysis and intelligence tools, the company will be able to better identify customers' needs and requirements, helping to create an innovative and competitive product catalogue.

*The **Cassa Centrale - Credito Cooperativo Italiano Group** includes 67 BCCs - Rural Banks - Raiffeisenkassen and 1,478 branches throughout Italy, more than 11,900 employees and over 470 thousand Cooperative Members. With balance sheet assets of €91.1 billion as at 30 June 2023, the Group is ranked among Italy's top 10.*