



CDP launches new Group identity

Redesigned entire brand architecture in line with new mission and values

Rome, February 28, 2017 – Cassa depositi e prestiti (CDP) launched today, for the first time in its history, the corporate identity of all eight Group companies with new mission, values and visual identity.

CDP and all subsidiaries (Sace, Simest, CDP Equity, CDP Immobiliare, CDP Investimenti Sgr, CDP Reti, Fintecna) have adopted a single identity in line with the status of **National Promotional Institution** as stipulated by the Italian 2016 Budget Law and the subsequent new proactive strategic relationship with the country and customers (government, financial institutions, large companies, SMEs and investors).

The renewed mission embodies the important significance of the role of the entire Group and is based on the concept of promotion of the country:

We promote Italy's future by contributing to economic growth and investing in competitiveness.

The values represent distinctive elements, characterizing the activity of the people working in the Group companies:

Accountability

We act with full awareness of our role at the service of the country. We assess the economic, social and environmental impact of our actions from a long-term perspective.

Skills

Our wealth of knowledge and experience is a distinguishing factor in promoting initiatives in the many areas in which we operate. We invest in our people on an ongoing basis.

Collaboration

We believe in teamwork, in the ability to listen and the strength of dialogue. This is the spirit that guides us, at home and abroad, in our relations with our partners, be they institutions, companies, territories or the financial system, in Italy and abroad.

Courage

We are determined in our decisions, even the most difficult. We operate responsibly, but without fear, when we are convinced that the path we have taken is the right one to achieve the best result for the community.

The new visual identity encompasses this evolution. It is a path that derives from the Cassa depositi e prestiti tradition, represented by the color blue, to enrich it with a more dynamic design - the two red points, ideal starting and destination points for each project aimed at promoting the future of Italy.

The last rebranding was carried out in 2003, during another time of profound change in the history of Cassa depositi e prestiti: the transformation into joint-stock company.

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(below the new architecture of the CDP Group logo)



#wepromotethefuture

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Capitale Sociale
€ 4.051.143.264,00 i.v.
Iscritta presso CCIAA
di Roma al n. REA 1053767

Codice Fiscale e iscrizione
al Registro delle Imprese
di Roma 80199230584
Partita IVA 07756511007

Cassa depositi e prestiti (CDP) is the National Promotional Institution that has supported the Italian economy since 1850. It finances public investments, nurtures international cooperation and is the catalyst for the country's infrastructure growth. It backs Italian enterprises, helping them innovate and grow, while fostering their exports and international expansion. As the primary operator in social and affordable housing, CDP contributes to the growth of the Italian real estate sector and promotes urban transformation. CDP's important stimulative role in Italy's economy is evident in its 2016-2020 Business Plan. During this five-year period, CDP will inject €160 billion, plus over €100 billion through public and private funds, into the economy to help drive Italian growth.



The new architecture of the CDP Group logo



• cdp • equity

• cdp • reti

• cdp • immobiliare

• cdp • investimenti sgr

sace
• gruppo cdp •

simest
• gruppo cdp •

fintecna
• gruppo cdp •



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