

PRESS RELEASE

AMCO COMMUNICATES MISSION AND VALUES THROUGH A NEW VISUAL CAMPAIGN

Milan, 15 December 2021. Two years after the renaming and rebranding that marked the birth of AMCO, formerly known as SGA S.p.A., today the company launches a new visual campaign to communicate its mission and values more and more distinctively.

Through 23 images and as many messages, the company's identity will be deployed across all AMCO's internal and external communication channels over the next few months to underline AMCO's ability to create a vision, its inclination for respecting and establishing a dialogue with the customer-debtor, its commitment to sustainability, the attention to its people and its vocation to performance.

The campaign was inaugurated with the opening of the new office in Milan - an innovative and sustainable building in Via San Giovanni sul Muro, 9 – and with the company's new “digital workplace” - created to enhance the experience, the engagement and the collaboration for all colleagues - and enhances the choice made in 2019 for the brand image, associating AMCO's mission and values with the evocative shots taken by photographer Marco Pieroni.

The images will populate AMCO's offices in Milan, Naples, and Vicenza as well as its corporate Intranet, as part of a project that involved Mercurio GP in the creation of the campaign, Progetto CMR in the design of the set-up of the new Milan office, and Avanade in the development of the new corporate Intranet.

AMCO – Asset Management Company S.p.A.

With €33 billion NPEs at the end of 1H2021, of which €14 billion of UTPs, relating to 43 thousand Italian corporates, and twenty years of history (as SGA), AMCO is leader in the management of impaired loans, acting as a point of reference on the NPE market in Italy, at the service of the country and the real economy.

Controlled by the Ministry for the Economy and Finance, it is a full-service credit management company that operates on the market. Supervised by the Bank of Italy and “Corte dei Conti” as well as subject to the control of its transactions by the Directorate General for Competition (DGComp), which acts at EU level, AMCO operates according to a flexible, innovative business model that respects debtors, creditors, originating banks, bondholders and individuals.

The management approach pays attention to avoid creating financial and reputational stress and aims to foster corporates' sustainability, also by directly granting new lending to foster corporates' continuity and their industrial relaunch, thereby putting resources and energy back into circulation for the country's economic system.

Thanks to a management strategy tailored for NPLs and UTPs and the competences and specialised skills of its 318 professionals operating out of Milan, Naples and Vicenza, AMCO fully addresses all phases of the NPE management process and any type of portfolio, even the largest, thanks to its effective and flexible operating structure.

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