



INTESA SANPAOLO
INNOVATION CENTER



OurCrowd

INTESA SANPAOLO AND OURCROWD LAUNCH INTERNATIONAL ALLIANCE

Partnership with ISP's Innovation Center will promote startup access to capital market

Tel Aviv, May 23, 2018 - Intesa Sanpaolo Innovation Center, subsidiary of the Intesa Sanpaolo Group that promotes innovation development processes and plans, and [OurCrowd](#), a world leader in equity crowdfunding and a fast-growing Venture Capital platform, announced today that it has signed a *Memorandum of Understanding* with the aim to promote startup access to international capital markets.

Over the past year, OurCrowd has made significant strides in Western Europe, expanding its leadership in London and Madrid, increasing its investor base across multiple regions and introducing formal relationships with key multinational corporations such as Halma in the UK and Innogy in Germany.

As an institutional partner, Intesa will provide tailored access for its corporate and SME clients into OurCrowd's hightech portfolio, leveraging synergies with strong potential to deliver faster go-to-market traction. The alliance aims to catalyze innovation in multiple technologies and industrial sectors.

"Today's launch of our formal partnership signals our sincere commitment to engaging with Italian corporate and startup influencers as we continue our expansion across Europe," said **Jon Medved, OurCrowd CEO**. "We have enjoyed working with Intesa's team on various initiatives and joint projects, and this agreement will accelerate the activity between our companies and between two very important economies in the technology ecosystem."

"The agreement confirms the focus on the startup ecosystem for the Intesa Sanpaolo Group," commented **Mario Costantini, General Manager of Intesa Sanpaolo Innovation Center**. "The partnership has the dual target of making available to our business customers the best Israeli technologies and, on the other side, our best startups will have access to the network of over 25,000 international investors of OurCrowd."

The collaboration additionally targets opportunities for the bank's network of startups, SME's and corporate clients to actively access one of the world's largest equity crowdfunding platforms, which has raised over USD 700 million from over 25,000 investors across all over the world for over 150 early stage companies.

OurCrowd launched its first banking and institutional partnerships in early 2016 and has actively expanded its alliances with financial firms and multinational corporations over the last two years as channels for collaboration, co-investment, and cultivation of local innovation ecosystems, leveraging OurCrowd's expertise and vast portfolio of tech startups. Other current bank partnerships include National Australia Bank, Singapore's United Overseas Bank in ASEAN, Citic Pacific in Hong Kong, Reliance Private Client in India, Shanghai Commercial Savings Bank in Taiwan, and Bangkok Bank in Thailand.



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About OurCrowd: OurCrowd is the leading global equity crowdfunding platform for accredited investors. Managed by a team of seasoned investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital, and brings companies to its accredited membership of global investors. OurCrowd provides post-investment support to its portfolio companies, assigns industry experts as mentors, and takes board seats. The OurCrowd community consists of almost 25,000 accredited investors from over 150 countries. OurCrowd has raised over \$700M and invested in 150 portfolio companies and funds. To join OurCrowd as an accredited investor visit www.ourcrowd.com and click "Join."

About Intesa Sanpaolo:

Intesa Sanpaolo is among the top banking groups in the euro zone, with a market capitalisation of over 50 billion euro. Intesa Sanpaolo is the leader in Italy in all business areas. The Group offers its services to 11.1 million customers through a network of approximately 4,500 branches well distributed throughout the country. Intesa Sanpaolo has a selected presence in Central Eastern Europe, Middle Eastern and North African areas with approximately 1,400 branches and 8.4 million customers belonging to the Group's subsidiaries operating in retail and commercial banking in 12 countries.

For Press Materials: <http://blog.ourcrowd.com/ISP>

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