

Poste Italiane launches mobile telephony services

First postal services group in world to enter market

New services for customers, businesses and public sector

*Rome, 26 March 2007 – **Poste Italiane will be the world's first postal services group to enter the telecommunications market as a mobile virtual network operator.*** Following today's decision by the Board of Directors, on the proposal of the CEO, Massimo Sarmi, the Company is to make its entry into the telecommunications sector with a **new business initiative designed to offer customers, businesses and public sector entities innovative services in combination with its existing offering.**

The Company's large-scale investment in technological innovation over the last five years, the success of BancoPosta and significant improvements in earnings and efficiency have enabled the Poste Italiane Group to take this important new step, which will **further boost its strategic value.**

The initiative, which has been made possible thanks to the Group's ongoing large-scale investment in network infrastructure and Information Technology, **will benefit** from a strong, widespread **customer base represented by around 20 million** current account, card and savings book holders. The Group's extensive presence throughout the country, with **14,000 Post Offices and 40,000 counters, and the large number of easy-to-access** distribution channels, such as Post Offices, its website and call centre, are also key to the success of the venture.

Poste Italiane will be able to extend traditional mobile services to include existing services provided under the BancoPosta and Postepay brands, which will thus become more flexible, easier to use and increasingly accessible. **It will be possible for customers to use their cell phone to pay their bills, send telegrams, letters and registered mail, pay for transport services such as taxis, buses and trains, send postcards created from an MMS and follow whatever they have sent using the mail tracking service.**

Price plans are to be aimed at young people, families, immigrants, businesses and public sector entities.

"We are aiming to join the mobile telephone services market by the end of the year – said the CEO Massimo Sarmi – the first objective is to reach 2 million telephone lines by 2011". Sarmi then explained that *"becoming a virtual mobile operator represents an opportunity for Poste Italiane to join the mobile telephone services market with low investments, using the network infrastructures of another operator and exploiting our strong points, such as our widespread network, wide client base and our well-known brand"*. Sarmi then added that the negotiations for choosing the operator are still in progress and that before the definitive agreement is finalised,

further regulatory steps are required. *“Poste Italiane – concluded Sarmi – will make its first steps in the industry through commercial strategies and agreements”*, evaluating later *“whether these agreements will be finalised through acquisitions, holdings or exchange of shares”*.