



SMAU 2025: CA Auto Bank Wins Innovation Award for its Digital Factory Project

- **An award that celebrates the Group's commitment to building a shared and sustainable culture of innovation.**

Milan, November 5, 2025

CA Auto Bank has received the SMAU 2025 Innovation Award for its **Digital Factory** project, the open innovation platform promoted in collaboration with I3P, the Incubator for Innovative Companies at the Politecnico di Torino.

The award was presented on the opening day of SMAU Milano 2025, Italy's leading event for the innovation ecosystem, following the **Live Show** featuring **Luca Pollano**, Head of ICT, Digital & Data Governance at CA Auto Bank. The **Digital Factory** was created to identify, test, and implement innovative solutions in the Bank's key strategic areas—**artificial intelligence, digitalization, sustainable mobility, and ESG**—fostering positive collaboration between startups and corporate functions.

Since its launch, the program has gathered more than **150 proposals**, initiating **6 Proofs of Concept (PoCs)** in 2025 alone, three of which have already been industrialized. It represents a tangible, participatory model of innovation that turns ideas into real results through the direct involvement of operational teams and cooperation with the most promising emerging companies.

CA Auto Bank is also taking part in SMAU with a dedicated stand focused on the **Digital Factory**—a space for meeting and exchanging ideas with startups, partners, and visitors, and for showcasing the open innovation model that earned this recognition.

As part of the event, **Andrea Mastroeni**, ESG Manager at CA Auto Bank, will speak at the round table "*From Words to Action: ESG and Sustainability Between Concrete Experiences and Future Challenges*", alongside representatives of some of Italy's leading industrial players. Throughout the day, three teams of **CA Auto Bank employees** will also join the **Startup Safari**, a guided tour of the most innovative companies at SMAU—an initiative designed to spark new ideas and spread a shared culture of innovation within the Bank.

CA Auto Bank S.p.A.

CA Auto Bank is a universal bank, owned by Crédit Agricole Personal Finance & Mobility, which operates as an independent, multi-brand player in the vehicle financing and leasing and mobility sectors. CA Auto Bank provides a comprehensive range of financial and mobility products, as well as insurance services. The credit, leasing, rental and mobility financing programs provided by CA Auto Bank are specifically designed for sales networks, private customers and corporate fleets. CA Auto Bank is operational in 19 European countries (Austria, Belgium, the Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, either directly or through branches, with a total of over 2,600 employees.

For more information:

www.ca-autobank.com