Final Terms dated 15 April 2014

Intesa Sanpaolo S.p.A.

Issue of EUR 1,000,000,000 Floating Rate Notes due April 2019

under the EUR 70,000,000,000 Euro Medium Term Note Programme

PART A - CONTRACTUAL TERMS

Terms used herein shall be deemed to be defined as such for the purposes of the Conditions set forth in the Prospectus dated 6 November, 2013 and the supplement to the Prospectus dated 9 April 2014, which together constitute a base prospectus for the purposes of the Prospectus Directive (Directive 2003/71/EC), as amended (the "Prospectus Directive") which includes the amendments made by Directive 2010/73/EU, the "2010 PD Amending Directive", to the extent such amendments have been implemented in a relevant Member State. This document constitutes the Final Terms of the Notes described herein for the purposes of Article 5.4 of the Prospectus Directive and must be read in conjunction with such Prospectus, as so supplemented. Full information on the Issuer and the offer of the Notes is only available on the basis of the combination of these Final Terms and the Prospectus and the supplement dated 9 April 2014. The Prospectus and the supplement are available for viewing at the registered office of the Issuer at Piazza San Carlo 156, 10121 Turin, Italy and from Société Européenne de Banque S.A. at 19-21 Boulevard du Prince Henri, Luxembourg, Grand Duchy of Luxembourg, during usual business hours of any weekday (Saturdays and bank holidays excepted) and free of charge. The Prospectus and the supplement and, in the case of Notes admitted to trading on the regulated market of the Luxembourg Stock Exchange, the applicable Final Terms will also be published on the website of the Luxembourg Stock Exchange (www.bourse.lu).

1. (i) Series Number: 774

(ii) Tranche Number: 1

Specified Currency or Currencies: Euro ("EUR")

Aggregate Nominal Amount:

(i) Series: EUR 1,000,000,000

(ii) Tranche: EUR 1,000,000,000

Issue Price: 99.756 per cent. of the Aggregate

Nominal Amount

5. (i) Specified Denominations: EUR 100,000 and integral multiples of

EUR 1,000 in excess thereof up to and including EUR 199,000. No Notes in definitive form will be issued with a

denomination above EUR 199,000

(ii) Calculation Amount: EUR 1,000

6. (i) Issue Date: 17 April 2014

(ii) Interest Commencement Date (if Issue Date different from the Issue Date):

7. Maturity Date: The Interest Payment Date falling in

April 2019

Interest Basis: 3 month EURIBOR + 1.05 per cent.

Floating Rate

(further particulars specified below)

Redemption/Payment Basis: Redemption at par

10. Change of Interest or Not Applicable

Redemption/Payment Basis:

Put/Call Options: Not Applicable

12. (i) Status of the Notes: Senior

(ii) Status of the Guarantee: Not Applicable

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

Fixed Rate Note Provisions Not Applicable

14. Floating Rate Note Provisions Applicable

Specified Periods /Specified 17 July, 17 October, 17 January and 17
Interest Payment Dates: April in each year from and including

17 July 2014 up to and including the Maturity Date, subject to adjustment in accordance with the Modified Following Business Day Convention.

(ii) First Interest Payment Date The Interest Payment Date falling in July 2014

(iii) Business Day Convention: Modified Following Business Day

Convention

(iv) Additional Business Centre(s): London

(v) Manner in which the Rate(s) of Screen Rate Determination

Interest is/are to be determined:

(vi) Party responsible for calculating Not Applicable the Rate(s) of Interest and/or Interest Amount(s) (if not the Principal Paying Agent)

(vii) Screen Rate Determination:

Reference Rate: 3 Month EURIBOR

Reuters EURIBOR 01 Relevant Screen Page:

Determination The second TARGET Settlement Day Interest

prior to the commencement of each Date(s):

Interest Period

Relevant Time: 11.00 a.m. Brussels time

Relevant Financial Euro-zone (where Euro-zone means the Centre:

region comprised of the countries whose

lawful currency is the euro)

(viii) ISDA Determination: Not Applicable

Margin(s): + 1.05 per cent, per annum (ix)

Minimum Rate of Interest: Not Applicable (x)

Maximum Rate of Interest: Not Applicable (xi)

Multiplier: Not Applicable (xii)

Not Applicable (xiii) Reference Rate Multiplier:

(xiv) Day Count Fraction: Actual/360

Not Applicable 15. Fixed-Floating Rate Note Provisions

Not Applicable Floating-Fixed Rate Note Provisions 16.

Zero Coupon Note Provisions Not Applicable 17.

18 Inflation Linked Note Provisions Not Applicable

19. Change of Interest Basis Provisions Not Applicable

PROVISIONS RELATING TO REDEMPTION

20. Not Applicable Call Option

Not Applicable 21. Put Option

Not Applicable 22. Regulatory Call

EUR 1,000 per Calculation Amount 23. Final Redemption Amount

24. Early Redemption Amount

reasons, or on event of default:

Early Redemption Amount(s) payable As per Condition 10(b) on redemption for taxation or regulatory

GENERAL PROVISIONS APPLICABLE TO THE NOTES

Bearer Notes 25 Form of Notes:

> Temporary Global Note exchangeable for a Permanent Global Note which is

exchangeable for Definitive Notes in the limited circumstances specified in the Permanent Global Note.

New Global Note Form: 26.

Yes

Additional Financial Centres or other Not Applicable 27. special provisions relating to Payment Dates:

28. Talons for future Coupons to be No attached to Definitive Notes:

Signed on behalf of the Issuer

By: Duly authorised

PART B - OTHER INFORMATION

LISTING AND ADMISSION TO TRADING

1. (i) Listing: Luxembourg

(ii) Admission to trading: Application has been made for the

Notes to be admitted to trading on the regulated market of the Luxembourg Stock Exchange with effect from 17

April 2014

(iii) Estimate of total expenses EUR 3,500

related to admission for trading

2. RATINGS

Ratings: The Notes to be issued have been rated:

S & P's: BBB (Negative Outlook)

Moody's: Baa2 (Stable Outlook)

Fitch: BBB+ (Negative Outlook)

DBRS: A (low) with Negative Trend

Each of Moody's Investors Service Ltd., Standard & Poor's Credit Market Services, Fitch Ratings Limited and DBRS Ratings Limited established in the European Union and registered under Regulation (EC) No 1060/2009 (as amended by Regulation (EC) No 513/2011) (the "CRA Regulation").

3. INTERESTS OF NATURAL AND LEGAL PERSONS INVOLVED IN THE ISSUE

Save for any fees payable to the Joint Lead Managers, so far as the Issuer is aware, no person involved in the offer of the Notes has an interest material to the offer. Banca IMI S.p.A., a Joint Lead Manager under the Notes, is a subsidiary of the Issuer.

4. REASONS FOR THE OFFER, ESTIMATED NET PROCEEDS AND TOTAL EXPENSES

(i) Reasons for the offer: General funding purposes, in

accordance with the section entitled "Use of Proceeds" under "General

Information" in the Prospectus.

(ii) Estimated net proceeds: EUR 995,310,000

5. HISTORIC INTEREST RATES

Details of historic EURIBOR rates can be obtained from Reuters.

OPERATIONAL INFORMATION 6.

ISIN Code: XS1057822766

105782276 Common Code:

Intended to be held in a manner which would allow Eurosystem eligibility:

Yes. Note that the designation "yes" simply means that the Notes are intended upon issue to be deposited with one of Euroclear Bank S.A./N.V. and/or Clearstream Banking, société anonyme (the "ICSDs") as common safekeeper and does not necessarily mean that the Notes will be recognised as eligible collateral for Eurosystem monetary policy and intra day credit operations by the Eurosystem either upon issue or at any or all times during their life. Such recognition will depend upon the European Central Bank being satisfied that Eurosystem eligibility criteria have been met.

Any clearing system(s) other than Not Applicable S.A./N.V. Euroclear Bank Clearstream Banking, société anonyme and the relevant identification numbers:

Delivery:

Delivery against payment

Names and addresses of additional Paying Agent(s)(if any):

Not Applicable

Deemed delivery of clearing system notices for the purposes of Condition 19:

Any notice delivered to Noteholders through the clearing systems will be deemed to have been given on the date on which it was given to Euroclear and Clearstream, Luxembourg.

DISTRIBUTION 7.

Method of distribution: Syndicated (i)

(ii) If syndicated:

> Banca IMI S.p.A. (A) Names of Managers

Largo Mattioli, 3 20121 Milan

Italy

Credit Suisse Securities (Europe)

Limited

One Cabot Square

London E14 4QJ United Kingdom

Morgan Stanley & Co. International plc 25 Cabot Square Canary Wharf London E14 4QA United Kingdom

The Royal Bank of Scotland ple 135 Bishopsgate London EC2M 3UR United Kingdom

- (B) Date of Subscription 15 April 2014 Agreement
- (C) Stabilising Manager(s) (if Credit Suisse Securities (Europe) any): Limited
- (iii) If non-syndicated, name and Not Applicable address of Dealer:
- (iv) U.S. Selling Restrictions: Reg. S compliance category: 2

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FURTHER INFORMATION RELATING TO THE ISSUER

Further information relating to the Issuer is set out below, pursuant to Article 2414 of the Italian Civil Code.

(i) Objects:

The objects of the Issuer, as set out in Article 4 of its by-laws, are the collection of savings and the carrying-out of all forms of lending activities, through its subsidiaries or otherwise. The Issuer may, in compliance with regulations in force and subject to obtaining any prior authorisations required, perform banking and financial services transactions, including the creation and management of open- and closed-end supplementary pension schemes, as well as any other transaction necessary for, or incidental to, the achievement of its corporate purpose, through its subsidiaries or otherwise.

As parent company of the "Intesa Sanpaolo" banking group, pursuant to Article 61 of Legislative Decree No. 385 of 1st September, 1993, the Issuer, in its direction and coordination capacity, issues instructions to Intesa Sanpaolo Group companies, including those for the purposes of implementing the Bank of Italy's regulations and of ensuring the stability of the Intesa Sanpaolo Group.

The Issuer performs the role of parent company of a financial conglomerate, pursuant to Article 3 of Legislative Decree No. 142 of 30th May, 2005.

(ii) Registered office:

Piazza San Carlo 156, 10121 Turin, Italy

(iii) Company registration:

Registered at the Companies' Registry of the Chamber of Commerce of Turin, Italy under registration no. 00799960158.

(iv) Amount of paid-up share capital and reserves:

Paid-up share capital (on a consolidated basis): EUR 8,549,266,378.64 as at 2nd January, 2014 divided into 16,440,896,882 shares with nominal value of 0.52 each.

Reserves (on a consolidated basis): EUR Euro 40,519,202 as at 31st December 2013.