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PRESS RELEASE

Generali launches its new corporate website generali.com

Trieste – The new corporate website of the Generali Group is now on-line, disclosing a lean and essential design, a layout which gives great emphasis to visuals and the most relevant news about the Group. Furthermore, the new generali.com highlights modern issues which directly involve the Group as one of the major insurance players worldwide.

The restyling of generali.com, featuring a brand new graphic design, a quick and intuitive web surfing and a storytelling-driven narrative approach, is the result of the Generali Group's will to find out new ways to communicate and engage with its clients, partners and stakeholders.

The new website is based on a responsive platform, able to adjust its layout and content depending on the device (pc, tablet, smartphone) and the operating system (Android, Apple, Windows), automatically adapting size, orientation and resolution to the screen

Simone Bemporad, Group Director of Communications & Public Affairs, commented:

"We transformed the Generali site into a place of storytelling that reflects today's realities. Whilst we continue to provide data and information regarding the Group and its activities, our higher aim is to discuss what is at the heart of our business: security, safety, a better life – through the lens of themes which will most affect our future, be it welfare, economic and demographic trends, technology, well-being, climate change or the community.

We will ensure, also through a renewed social media presence and integrated web activities, a dialogue with our many followers and stakeholders – journalists, analysts, investors, future employees, opinion formers and of course our customers. It is this rich exchange of views and experiences that will become the corner stone of dynamic and relevant content. Most importantly, our customers - who are already at the center of a major transformation which the Group has undertaken - will be able to appreciate the different aspects that contribute to making Generali the first choice in the market place."

GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2014 total premium income exceeding €70 billion. With 78,000 employees worldwide serving 72 million insured persons in more than 60 countries, the Group occupies a leadership position on West European markets and an increasingly important place on markets in Central Eastern Europe and Asia. Generali ranked among the world's 50 smartest companies in 2015 according to the MIT Technology Review. Generali is the only insurer to be listed.

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