Procedure on attendance and voting by proxy

The Shareholders entitled to attend the Shareholders' Meeting may appoint proxies pursuant to the applicable regulations. To this end, the general proxy form available in the Company's website must be filled in. Authorised representatives must be provided with the original proxy forms and deliver them to the Company upon registration.

Original proxy forms may also be delivered to the Company's registered office in Trieste, Piazza Duca degli Abruzzi 2, to the attention of the Head of Corporate Affairs. Electronic proxy forms provided with an electronic signature may be sent to the certified email address azioni@pec.generali.com pursuant to article 21, paragraph 2, of Legislative Decree No. 82 dated 7 March 2005.

Authorised representatives may also submit or send a copy of the proxy form to the certified email address azioni@pec.generali.com, certifying the represented shareholder's identity and that the copy is true to the original. Pursuant to the applicable regulations, authorised representatives must keep the original proxy and voting instructions for one year from the end of the Shareholders' Meeting.

Proxy forms with voting instructions may also be submitted to Computershare S.p.A.,

which has been duly appointed by the Company pursuant to Article 135-undecies of Legislative Decree 58/1998, by filling in the proxy form available in the Company's website from 4 April 2017 at the latest. Proxies must be delivered to Computershare S.p.A. by the end of the second day before the actual date of the Shareholders' Meeting, as follows:

- through the Company's website www.generali.com, where you can find the link to Computershare S.p.A. and fill in the proxy form;
- by certified email as an attachment to generali@pecserviziotitoli.it;
- by fax to +39 011 0923202;
- in the original copy to be sent to Computershare S.p.A., C.P. 3015 - Via Marsigli 22, 10146 Torino (Italy).

The proxy does not apply to items for which voting instructions have not been provided. The proxy and voting instructions may be cancelled by the end of the second day before the actual date of the Shareholders' Meeting.

If, for technical reasons, proxies are not available in electronic format, they may be sent upon request. To this end, please call +39 011 0923200.