



12/01/2016
PRESS
RELEASE

Generali's first global advisory solution to analyse the enterprises' performance now expanded to franchised businesses

Trieste - Generali has launched an innovative advisory solution providing support in business risk analysis to its corporate clients, now also extended to franchised businesses.

The service recently presented by Generali France and named *Generali Performance Globale* offers a business assessment of the company that goes beyond traditional loss-prevention services. What is new is that the consulting service now also deals with other factors that include financial results and intangible assets such as a company's reputation and brand.

The analysis is based on 60 criteria, half of which are related to Corporate Social Responsibility (CSR), aimed at identifying the strengths and weaknesses of a company. After the initial business risk assessment, the company concerned is given a score on a scale of 1 to 20. Only candidates with a minimum score of 15 can be awarded with the *Generali Performance Globale* label and benefit from a broad range of insurance offers the successful applicant can choose from. Moreover, the service provides a support and development plan which takes into account the specific needs arising from the business assessment.

In view of the success of this initiative, Generali France, in partnership with SGS – the world's leading inspection, testing and certification company, has decided to extend the advisory service to the specific requirements of franchised businesses. It has developed an analysis system based on performance criteria to evaluate processes, governance and relations between the company and its franchises.

Generali has created this service with the dual aim of promoting business activities and aligning with best practices of social responsibility.

The first franchise company to have agreed in taking part in the *Generali Performance Globale* is the historic French restaurant chain Courtepaille which has 280 restaurants and an annual turnover of €313 million.

GENERALI FRANCE

Generali France is one of the largest insurers in France, where the company settled in 1832. Its gross written premiums amount to €12.3 billion in 2014. Generali France is supported by more than 10,000 employees and tied agents providing insurance solutions to more than 7 million customers (individuals or beneficiaries of guarantees through group contracts) and 800,000 businesses and professionals.

GRUPPO GENERALI

The Generali Group is one of the largest global insurance providers with 2014 total premium income exceeding €70 billion. With 77,000 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.

Media Relations
T +39.040.6799158
press@generali.com

Investor Relations
T +39.040.671202
+39.040.671347
ir@generali.com

www.generali.com