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PRESS RELEASE

Isabelle Conner appointed Group Chief Marketing Officer

Trieste - Generali announces the appointment of Isabelle Conner as the new Group Chief Marketing Officer. Mrs. Conner is responsible for developing and coordinating the Generali brand and the customer relationship management strategy across the Group.

Mario Greco, **Generali Group Ceo** said: "*I am very glad to welcome Isabelle in this important role. Building on her expertise and strong international track record, she will give a significant contribution to enhance our brand value and support our strategy of offering a superior customer experience on a consistent basis all over the world. Her work will be key to strengthen our approach that puts the customer at the center of everything we do".*

Isabelle Conner has a significant global marketing experience, having developed financial services brands at an international level. Prior to joining Generali, she worked for Zurich, ING, Deutsche Bank among others in Europe and the United States.

Media Relations
T +39.040.671085
press@generali.com

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

www.generali.com

THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2013 total premium income of €66 billion. With 77,000 employees worldwide serving 65 million clients 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.