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PRESS RELEASE

## Generali is the *title sponsor* of the 2019 Milan Marathon

Generali is the *title sponsor* of the Milan Marathon, the international race now in its 19th edition, which will be held on 7 April 2019 in the heart of the capital of Lombardy.

Generali boasts a long tradition of promoting sporting activities, encouraging a healthy life style, aimed at improving personal well-being.

Generali will be present with The Human Safety Net, the global Group initiative based on the belief that the creation of communities of people that help other people can deliver long-term change. It reflects Generali's commitment to help create a healthy, resilient and sustainable company, in which people can progress and prosper.

Generali supports running, a rapidly growing sport, characterised by huge discipline and a close relationship with the local area. The most important marathons supported include those in Munich, Frankfurt, MPI Generali Run in Malaysia and Generali Miramar Family in Trieste.

**Simone Bemporad, Generali Group Communications and Public Affairs Director**, stated: *"We are proud of this partnership with the Milan Marathon, which we have already been greatly involved in for some time through Europ Assistance. We are especially happy to establish it here, in Milan, a city viewed as a symbol of success internationally. More so than other sports, the marathon symbolises widespread participation, exciting people of all ages, and it is for this reason that Assicurazioni Generali supports them as title sponsor. We will also take part in the event through The Human Safety Net, the Group global initiative that promotes projects in favour of families and people who need a hand in unlocking their potential".*

Generali also promotes winter sports, through the partnership with the Alpine Ski World Cup of the International Ski Federation, sailing and team sports like rugby, in Spain, and football with the Croatian Federation, the Austrian Federation (ÖFB), AC Sparta Praha in the Czech Republic and the Generali Aréna stadium.

### THE GENERALI GROUP

Generali is an independent Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 50 countries with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia.

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