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**PRESS  
RELEASE**

## Generali, completed sale of Migdal to Eliahu Insurance Company for €705 mln

Trieste – Generali announces that today it has completed the sale of its 69.13% share in Migdal Insurance and Financial Holdings to Eliahu Insurance Company Ltd. The transaction, which has received all the authorisations required from the Israeli competent authorities, took place in accordance with the terms of the contract announced to the market on 6th September 2012 for a consideration of €705 million, with a negligible impact after tax on P&L.

This sale fits within the re-focusing process of the Group and enables it to strengthen its overall liquidity position with a positive impact on the capital structure.

### CONTACTS

[www.generali.com](http://www.generali.com)

Media Relations  
T. +39.040.671085  
T. +39.040.671171  
[press@generali.com](mailto:press@generali.com)

Investor Relations  
T. +39.040.671202  
+39.040.671347  
[generali\\_ir@generali.com](mailto:generali_ir@generali.com)

### THE GENERALI GROUP

**The Generali Group is one of Europe's largest insurance providers and the biggest European life insurer, with 2011 total premium income of almost € 70 billion. It is also one of the world's top asset managers and a unique real estate operator. With 82,000 employees worldwide and 65 million clients in more than 60 countries, the Group occupies a leadership position on Western European markets and an increasingly important place in Central and Eastern Europe and Asia.**