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PRESS RELEASE

Generali launches new global brand platform and campaign ***Here. Now.*** reinforcing its Lifetime Partner commitment

Milan –To reinforce the Group's Lifetime Partner commitment, celebrating the passion and dedication of Generali's worldwide 165 thousand advisor network and continuing to make meaningful connections with the Group's 71 million customers, Generali is launching a new global brand platform and advertising campaign, ***Here. Now***.

Here. Now. will work across every touchpoint: customer experience, value propositions, employee and advisor communication, and everything in-between, using data and local insight alongside a powerful AI platform to adapt content across markets, languages, and channels at speed while maintaining creative integrity.

Isabelle Conner, Chief Marketing & Customer Officer, Generali Group, said: *"Our new brand platform, 'Here. Now.', reflects Generali's commitment to being present for our customers in every moment that matters. It's not just a campaign—it's a promise to listen, to understand, and to act. Powered by technology and tailored to local markets, this launch underscores our dedication to delivering our Lifetime Partner 27 ambition."*

Here. Now. has been developed by VML, a leading creative agency that combines Brand Experience with Customer Experience, Commerce and Enterprise Solutions - creating connected brands to drive growth. The campaign breaks away from a traditional insurance communication approach that focuses on distant future scenarios, instead acknowledging that the future is built in the present.

This fresh approach comes at a crucial time when economic shifts, climate concerns, and technological changes have made long-term planning feel increasingly daunting for many consumers. ***Here. Now.*** is a genuine commitment to our customers, whatever their need: prevention, protection, assistance. Generali listens, Generali understands and Generali acts.

14 countries (Italy, France, Spain, Austria, Germany, Czech Republic, Slovakia, Hungary, Poland, Greece, Slovenia, Serbia, Portugal and Vietnam) will launch the new campaign. It will roll out across multiple channels, including television, OOH, DOOH, social media, digital platforms, cinema and print.

THE GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 95.2 billion and € 863 billion AUM in 2024. With around 87,000 employees serving 71 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

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