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PRESS RELEASE





Generali honoured at the EFMA-Accenture Innovation in Insurance Awards 2020

- The Group was ranked first in the Customer Experience (Digital Hub) and Workforce Transformation (We LEARN) categories
- The competition, in its fifth edition, recognizes the best insurance technology innovations

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Generali was honoured at the EFMA-Accenture Innovation in Insurance Awards 2020, the competition that showcases the most outstanding technology innovations in the insurance industry.

The Group won two out of the total of seven awards given, in the following categories: the Customer Experience award for “Digital Hub,” an omni-channel experience for customers, agents and prospects across all digital touchpoints, with a common user experience and unique visual identity across countries; and the Workforce Transformation award for “We LEARN: A New Way to the Future,” a reskilling initiative that helps employees develop new capabilities needed to grow in the digital era and support the company’s strategic priorities.

Frédéric de Courtois, Generali Group General Manager, commented: *“We are truly proud of these awards, that confirm Generali’s ability to position itself at the frontier of innovation in the insurance sector and to effectively meet the needs of clients who are continually evolving and have high expectations. Being their life-time partner, thanks to our client support and to our digital capabilities, is an even stronger ambition in a delicate period such as this one in which our Group is actively contributing to the recovery and to the growth of the communities in which it is present.”*

Monica Possa, Group Chief HR & Organization Officer, stated: *“This is a very important recognition of Generali’s commitment to the creation and nurturing of a culture focused on the empowerment of our people. Empowering our people also means giving them the opportunity to learn the digital competencies needed in our sector to face the future. We are aware that the success of a sustainable business depends on the full involvement of those who work for the Group as well as the development of their talents. For this reason, we will continue in our commitment to implement our strategic initiatives to strengthen Generali’s employees, our most precious asset.”*

Now in its fifth edition, the EFMA-Accenture Innovation in Insurance Awards 2020 is a global competition highlighting and recognizing the best new ideas and initiatives transforming the insurance sector for the benefit of both insurers and customers. The winners were announced during an online awards ceremony.



THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of more than € 69.7 billion in 2019. With nearly 72,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be the "Life-time Partner" to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network.