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PRESS RELEASE

Generali becomes main partner of Pallacanestro Trieste

Trieste – Generali and Pallacanestro Trieste are pleased to announce the signing of a main partnership agreement that will support the club in its development in Italy's top basketball league, Serie A.

As Main Partner, the Generali brand will feature on the team's jerseys starting from the next home game, scheduled for 21 November, against Reggio Emilia. Under the agreement, the Valmaura sports arena, home of Pallacanestro Trieste, will be renamed the **"Generali Arena"**. The Generali brand will also be displayed on the court and across the club's communication, marketing and promotional platforms. The sponsorship agreement has a multi-year scope, covering the current season with an option to extend for the following two seasons.

Emma Ursich, **Group Head of Corporate Identity at Generali**, stated: *"We are proud to support Pallacanestro Trieste, a historic club that best embodies the sporting passion of our city, Trieste, which has a deeply rooted basketball culture and, over the years, has helped nurture talents who have also made their mark in the history of the Italian national team. For Generali, sport is much more than competition: it is a vehicle for wellbeing, inclusion and personal growth, capable of improving people's lives and strengthening the sense of belonging within communities. We believe that sport has the power to bring people together, foster lasting connections and create long-term value, particularly for younger generations and for the local communities that experience it every day."*

Generali has long invested in sport, with the aim of delivering a tangible and positive impact on communities, both through professional sport and by promoting physical and mental wellbeing. In Trieste, the city where Generali was founded, the Group supports major sporting events such as the Barcolana and the Spring Run, while also promoting initiatives and significant projects that contribute to the city's economic and cultural development, including the restoration of Palazzo Carciotti and the creation of AgorAi, the Generali Convention Center, the Teatro Stabile del Friuli Venezia Giulia "Il Rossetti", and ITS Arcademy.

Michael Arcieri, General Manager of Pallacanestro Trieste, commented*: "Pallacanestro Trieste has found in Generali the perfect partner to help achieve great things for the club and its fans. Ever since I arrived in Trieste four years ago, I have worked with the entire staff to build a culture rooted not only in results on the court, but also in promoting the values of inclusion and togetherness that lie at the heart of sport. We did not know how long it would take, but we knew that this approach to representing basketball in Trieste would be the best way to build a community of businesses, institutions and organisations ready to work with us on a more stable, sustainable and lasting plan for our club. The partnership we are announcing today is a testament to the work we have done so far, and we are grateful to Generali for recognising our commitment, enthusiasm and love for this city. Over the past few months, you have often heard me say that the key to a more sustainable future for basketball in Trieste lay in securing the support of local businesses. Having Generali by our side is the best response we could have hoped for: invaluable support and an extraordinary vote of confidence in our team, our fans and our vision from a company rooted in Trieste, with an international outlook and an innovative mindset. We promise to work tirelessly to honour this support and make every one of our fans proud."*

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GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide, with a total premium income of € 98.1 billion and € 900 billion AUM in 2025. Established in 1831, with over 88,000 employees and 163,000 advisors serving 75 million customers, the Group has a leading position in Europe and a growing presence in Asia and 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.

PALLACANESTRO TRIESTE

Founded in 1975 by a group of enthusiasts determined to preserve the legacy of Società Ginnastica Triestina, Pallacanestro Trieste took over its A2 league rights and carried forward a history encompassing eleven national titles and a basketball programme that developed champions such as Cesare Rubini, SGT's playmaker in the early 1940s and the first Italian inducted into the Naismith Basketball Hall of Fame. During the Stefanel years, with Bogdan Tanjević as head coach and young talents such as Dejan Bodiroga and Gregor Fučka, the club finished third in Serie A in 1993/94 and reached the Korać Cup final. Re-established in 2004, starting again in Serie B2, the club returned to Serie A in 2024 after just one season in A2, and went on to reach the Italian Cup semifinals and the Basketball Champions League's Round of 16, marking its first European campaign in more than twenty years. Controlled by Cotogna Sports Group, with new American ownership for the 2026/27 season, the club plays at PalaTrieste, known as Generali Arena from today, with a capacity of nearly 7,000. Through its Community & Fan Engagement department and the nonprofit association Il Cuore in Campo ODV, it uses sport as an educational tool for young people across the city.