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PRESS RELEASE

Generali: Simone Bemporad appointed to the role of Group Director of Communications and External Relations

Trieste/Milan – Generali announces the appointment of Simone Bemporad to the role of Group Director of Communications and External Relations with effect from January 14, 2014. Simone Bemporad will have responsibility for Institutional Relations, Media Relations and External Communication, Employee Communications, Brand and Events Management and Corporate Social Responsibility.

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Commenting on Mr. Bemporad's appointment **Mario Greco**, the Generali Group's **Chief Executive Officer** said: *"I am delighted to welcome Simone to Generali in a role that will play such a significant part in our project to make the Group a benchmark for excellence in the global insurance sector. Thanks to his international track record in both senior management and communications roles, as well as his more recent entrepreneurial experience in the United States, Simone will significantly support the Group's transformation process through a fully integrated approach to all of our communications wherever we operate in the world."*

Mr. Bemporad, born in Rome in 1970, joins the Group from his current home in Washington DC, where he recently founded a strategic advisory firm specializing in assisting Italian and other European corporations in expanding their activities on the US market. He is also currently a Senior Associate of the Center for Strategic and International Studies (CSIS), the Washington-based think tank.

Prior to this experience Simone Bemporad was for five years the CEO of Finmeccanica North America. Before moving to USA, from 2003 to 2007, Mr. Bemporad was Senior Vice President, Media Relations and International Affairs for Finmeccanica. Before joining Finmeccanica he was Chief of Staff to the Chairman of Italy's leading electricity utility, Enel, and before that was the Head of the Press Office and Assistant to the Chief Executive Officer and Chairman of the Italian State's industrial holding company Istituto per la Ricostruzione Industriale (IRI). From 1995 to 1996, during the period of government of Prime Minister Lamberto Dini, Simone Bemporad worked as the Head of the Press Office at the Ministry of Industry and of International Trade. Simone began his career in 1991 working as a journalist at the Agenzia Giornalistica Italia (AGI), followed by stints at the daily newspapers Il Tempo and Il Foglio and the weekly publication Liberal.

THE GENERALI GROUP

The Generali Group is one of Europe's largest insurance providers and the biggest European life insurer, with 2012 total premium income of €70 billion.

With 80,000 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.