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PRESS RELEASE

Generali joins e-MID interbank deposit market, enhancing its treasury management

Trieste – Assicurazioni Generali has joined e-MID, the first electronic market for interbank deposits and the reference platform in Europe and the United States. Generali is among the first companies, and the first insurer, to join e-MID.

e-MID represents for Generali another useful channel of direct access to the liquidity market that will allow for a reduction of short term funding operating costs.

By means of this initiative Generali strengthens the new central Treasury management framework, which started last year in order to concentrate the Group's liquidity and achieve a better internal resource management.

Generali's presence will increase the e-MID market liquidity and the diversification opportunities for the other market participants. Furthermore Generali will be a solid counterpart with ratings of Baa1/A-/A- (Moody's/S&P/Fitch).

e-MID is currently the only multilateral platform for the negotiation of interbank deposits in Europe and the United States. Every day around 156 members from 28 countries connect to the market, including 29 Central Banks as observers.

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THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2013 total premium income of €66 billion. With 77,000 employees worldwide serving 65 million clients in more than 60 countries, the Group occupies a leadership position on West European markets and an increasingly important place on markets in Central Eastern Europe and Asia.