06/08/2025
PRESS RELEASE

Generali to start a share buyback programme for a total maximum amount of € 500 million

Milan – Generali (the "**Company**") announces the start of the share buyback programme implementing the resolution of the Shareholders' Meeting of 24 April 2025, which authorised the purchase of treasury shares for the purposes of cancellation, in one or more tranches, for a total disbursement of up to € 500,000,000 within and no later than 18 months from the Generali Shareholders' Meeting resolution. In any case, the number of shares covered by the buyback shall not exceed 2% of the Company's share capital. The buyback programme is part of the capital management policy of the 2025-2027 Strategic Plan "Lifetime Partner 27: Driving Excellence" with the aim to provide shareholders with remuneration in addition to the distribution of dividends by making use of part of the liquid funds of the Company.
The purchase of its own shares is instrumental to the cancellation of said shares, even in multiple tranches, without reducing the share capital.

For these purposes, Generali has signed a buyback agreement with Goldman Sachs International. Such intermediary will proceed with the purchase of the shares in full independence, in compliance with the parameters and criteria set out in the buyback agreement, as well as the applicable regulations and the shareholders' resolution. The buyback of the Company's shares will start on 7 August 2025 and end by the end of December 2025. The minimum purchase price of the shares may not be lower than the implicit nominal value of the share at that time, while the maximum purchase price may not exceed 5% of the reference price recorded by the share in the exchange trading day on the day prior to the completion of each purchase.

The purchase transactions within the buyback programme will be carried out exclusively on the Euronext Milan market, pursuant to article 144-bis, paragraph 1, letter b) and c) of the Consob Regulation adopted by resolution no. 11971 of 14 May 1999, as subsequently amended and supplemented ("**Consob Issuers' Regulations**") and any applicable laws and regulations, thus in accordance with the operating procedures established by the regulations governing the market organisation and management, so as to ensure that all shareholders are treated equally and to fulfil all public information requirements.

As of today, Generali and its subsidiaries hold 31,440,479 treasury shares, representing 2.03% of the share capital.
Generali will disclose to the market, in accordance with the provisions in force, the details of any purchase transactions carried out until the end of the buyback programme.

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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