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PRESS RELEASE

Generali and Microsoft announce a partnership for Digital Business Transformation

- The Generali-Microsoft collaboration will foster their respective leading positions in their industries through a joint program focusing on digital transformation for Customers, Employees and Distribution experience, operational efficiencies and product innovation.

Trieste - The Generali Group and Microsoft announce a Business Digital Transformation partnership in order to enhance Generali employees, agents and partners' efficiency, improve operational processes and increase revenues thanks to new insurance products and innovative business models.

This partnership will focus on:

1. **Digital workplace:** identify an innovative state of the art platform to allow a consistent workplace experience for all employees, using the most advanced services available for collaboration and communications. This partnership will boost the "Generali New way of Working", a flexible and open platform to reach operational excellence both in back office activities as in front end sales operations.
2. **Customer Centric new business:** leverage on Microsoft's capabilities to analyze social activities to better engage with Generali's prospect customers with timely tailor made offers, create new effective and efficient communication channels to improve customer experiences, create innovative insurance products building Blockchain Smart Contracts and exploiting Cloud and Artificial Intelligence.
3. **Connected Insurance business platform:** create an ecosystem digital business platform where third parties' operators could interact with Generali in order to provide a value-added service to customers in the Connected Insurance area.

Valter Trevisani, Group Chief Insurance Officer of Generali, said: "The insurance sector is going through a strong digital innovation process. This partnership with Microsoft will strengthen our digital innovation capabilities, allowing us to better focus on customer centricity and to develop new business products."

Bruce Hodges, Group Chief Information and Digital Officer of Generali, said: "Focusing on digital innovation is key for every player in the insurance market. We do believe this partnership will be a turning point in our distribution experience, enhancing operational excellence and products innovation and providing employees with a consistent workplace experience."

Media Relations
T +39.040 671577
media@generali.com

Investor Relations
T +39.040.671402
ir@generali.com

www.generali.com

Microsoft
Chiara Ronchetti
Corporate and Business Communications
www.microsoft.com/italy/stampa
msstampa@microsoft.com



Carlo Purassanta, CEO Microsoft Italy, said: *“At Microsoft our mission is to empower every person and every organization on the planet to achieve more. This partnership with Generali is the right path and the first step in a broad strategic collaboration between Microsoft and Generali, that will allow Generali to reimagine and transform its customer engagement, employee experience, business model and operations.”*

In Europe, Generali has a leading position in the insurance sector, with a specific focus on telematics and Internet of Things as a driver to deliver the strategy, as proved by the acquisition of MyDrive Solutions and the partnerships with major players such as Discovery Insurance, Progressive and Renault-Nissan and international venture capital funds.

Microsoft is the worldwide leading platform and productivity company for the mobile-first, cloud-first world and is helping to lead a profound digital transformation for its customers worldwide, infusing intelligence across all of their platforms and experiences.

THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2015 total premium income of more than €74 billion. With above 76,000 employees in the world serving 55 million clients, present in over 60 Countries, the Group has a leading position in Western European Countries and an ever more significant presence in the markets of Central and Eastern Europe and in Asia. In 2015, Generali was the sole insurance company included among the 50 smartest companies in the world by the MIT Technology Review.

ABOUT MICROSOFT

Microsoft (Nasdaq “MSFT” @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.