



01/12/2015
PRESS RELEASE

Generali presents *The Age of the Lion* – a history of the company from 1831 to the third millennium

Trieste – A pictorial account of the nearly-bicentennial history – from 1831 to the present day – of one of the greatest insurance companies in the world: Assicurazioni Generali. This is the aim behind the new edition of *The Age of the Lion*, published by Generali with an introduction by Paolo Rumiz.

The new edition features a fresh design and additional content to the previous editions of 2002 and 2007. Its aim is to provide a detailed account of the events and the people that have left their mark on Generali's history – with the addition of a 'Portraits' section of the Company's people and several in-depth articles.

Throughout the book, Generali's story is interwoven with Italian and world history through a network of references and interconnections. Accounts of business life are accompanied by contemporary photos of political events and wars, scientific discoveries and geographical explorations, cultural events, adverts, cartoons and sporting achievements.

The volume devotes a large focus on Company's non-financial activities, discovering lesser-known aspects of Generali, as its historic building heritage, the presence in agriculture and the art promotion.

In the afterword, Paolo Possamai, director of the daily newspaper "Il Piccolo", ends the opera retracing Trieste's cosmopolitan history which interlaced with Generali.

As Chairman Gabriele Galateri di Genola and CEO Mario Greco write in the introduction: "Insurance was a great invention on the part of the trading bourgeoisie, an innovation that greatly contributed to the economic development of the Western World and to the bettering of its tenor of life as well as to that of the rest of the world. We believe the adventures of these inventors are worth talking about".

THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2014 total premium income of more than €70 billion. With 77,000 employees worldwide serving 72 million insured persons 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.

Generali ranked among the world's 50 smartest companies in 2015 according to the MIT Technology Review. Generali is the only insurer to be listed.

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