



## CITYLIFE UNVEILS THE GENERALI TOWER

***The logo of the Lion unveiled and placed on the Tower designed by star architect Zaha Hadid***

Milan, 15th October 2015 – This morning at CityLife the Generali Tower presentation ceremony was held. In this occasion the company's logo was placed on the top of the skyscraper designed by British architect Zaha Hadid. The presence of the Lion shows how important CityLife is to the Generali Group and as of today it will be visible on the Tower as it goes up to reach 170 metres when completed.

Armando Borghi, CEO of CityLife – fully owned by the Generali Group – opened the ceremony welcoming the mayor of Milan, Giuliano Pisapia, the Chairman of Generali, Gabriele Galateri, and the Group Chief Executive Mario Greco.

**Gabriele Galateri, Chairman of the Generali Group,** said: *"CityLife emerged 10 years ago as a new approach to the way of living in urban areas. It was an idea that Generali progressively supported, first leading a pool of investors and then owning and managing by itself the project and its development."* Moreover, the Chairman said *"that an insurance group becomes a city developer is by no means surprising, it is not only a question of diversification but also the need for a large and global company to face important challenges of the world today, such as demographic trends, welfare, environmental sustainability and the changing urban fabric."*

**Mario Greco, Group CEO of Generali** said: *"The management of real estate assets, today worth around €27 billion, is a crucial lever for the asset management strategy of the Generali Group. As part of this strategy, CityLife is a successful example of urban development, an endeavour that Generali is undertaking not only in Milan but also in La Defense in Paris and in the City of London. CityLife is the biggest urban redevelopment project in Italy and one of the largest in the world. It is not only about building a town area. This is about a new concept of living in the city, an urban model that, due to its innovative features, could be applied to any modern city in Europe."*

### CITYLIFE

CityLife is the company engaged in the redevelopment of the area where Milan's old complex of exhibition halls was located (Fiera di Milano) and with an overall area of 366,000 square metres, it is one of the main projects of this kind in Europe. It includes the world-renowned architects Zaha Hadid, Arata Isozaki, Daniel Libeskind. It is a balanced mix of public and private functions including residences, offices, shops and the second largest public park in the centre of Milan and it includes the first downtown Golf Driving Range in Europe. An innovative Business and Shopping District formed by three towers and the Tre Torri Square with quality shops, services, restaurants and entertainment facing the Park, will be the heart of the CityLife project. The area is distinguished by a very strong attention to the environmental sustainability: the Residences are Class A certified, and the three office towers have already obtained Leed™ pre-certification with rating Gold. Moreover, CityLife will be the most extensive pedestrian area in Milan, thanks to the decision of moving all the vehicular traffic and parking underground. CityLife S.p.A. is a company 100% owned by Generali Group. [www.city-life.it](http://www.city-life.it)

### THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2014 total premium income exceeding €70 billion. With 78,000 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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