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PRESS RELEASE

Generali is the title sponsor of the 2019 Milan Marathon. Commitment to sport, health and solidarity

Generali supports running, endorses a healthy lifestyle, supports the local community, the extensive participation of families and people of all ages and solidarity. This is why it has decided to be the title sponsor of the Milan Marathon, an international competition which has reached its XIX edition and which will take place on 7 April 2019 in the centre of the capital city of Lombardy.

Generali boasts a long tradition of sponsoring sports events, with a view to improving personal wellbeing. This year Europ Assistance Italia, Care Company of the Generali Group and the Milan Marathon celebrate their first decade of partnership.

Simone Bemporad, Group Communications & Public Affairs Director of Assicurazioni Generali, commented: *"The Milan marathon is an important channel for positive messages that we share with our people and promote through our projects, which are addressed to achieving physical and social wellbeing. This is why we are also participating through **"The Human Safety Net"**, a global Group initiative that promotes projects for families and for people that need a hand to release their hidden potential".*

Generali has extended this commitment also to its employees, by setting up a dedicated programme to prepare them for the marathon, featuring training sessions with trainers and dietary advice.

The Human Safety Net - "Ora di futuro" is an education project focusing on children and involving teachers, families, primary schools and non-profit networks throughout Italy. **"Ora di Futuro"** is promoted by Generali Country Italy (Generali Italia, Alleanza, Genertel, Generali Welion, Generali Jeniot, Genagricola and DAS) together with **The Human Safety Net**, Generali Group's global initiative for the community. The project supports initiatives focusing on parenthood and targeting families in financial difficulties with children from 0 to 6 thanks to the collaboration with non-profit networks chosen by Generali Country Italy employees, and teaches primary school children to manage resources and make responsible choices on major issues such as health and welfare, environmental resources, economy and savings.

By running with Generali, you can decide whether to contribute to **"The Human Safety Net - Ora di futuro"** initiative by supporting one of the three non-profit organisations involved: Albero della Vita (Tree of Life), at the Centro per Ora di Futuro in Rome; the Centro per la Salute del Bambino (Centre for Children's Health), at the Centro per Ora di Futuro in Trieste; Mission Bambini (Children Mission), at the Centro per Ora di Futuro in Milan.

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What's more, from April 1st to 6th, we are holding the “**Run for The Human Safety Net**”: from April 1st to 3rd in the hall of the Torre Generali at Citylife and from April 3rd to 6th at the Generali stand at MiCo (Milano Convention Center) two treadmills will be set in place there to promote employee wellbeing and to raise funds. For each kilometre run, Generali will donate €1 to “**The Human Safety Net – Ora di futuro**”.

Participants can also personalise their tee-shirts and have their name and race time engraved on their medals.

Saturday April 6th, the **Generali Kids Village** in the Citylife park will be opened, dedicated to younger children: they will have the opportunity to try out various sports such as volleyball, climbing, judo, yoga, football, rugby and athletics.

Alongside running, Generali also sponsors winter sports, through its association with the Alpine Skiing World Cup of the Federazione Internazionale Sci (FIS) [International Skiing Federation], sailing and team sports such as rugby, in Spain, and football with the Croatian Federation, the Austrian National team (ÖFB), AC Sparta Praha in the Czech Republic and the Generali Aréna stadium.

THE GENERALI GROUP

Generali is an independent Italian insurance group, with a strong international presence. Established in 1831, it is one of the largest global insurance providers, present in 50 countries and with 2018 total premium income of more than € 66 billion. With nearly 71,000 employees serving 61 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe as well as in Asia.