

EXTERNAL CONTEXT

Geopolitical, macroeconomic and financial instability

Digital transformation and cybersecurity

Climate change

Aging and evolving social security

OUR PURPOSE

Enable people to shape a safer future by caring for their lives and dreams

VALUES

Deliver on the promise
Value our people
Live the community
Be open

OUR CULTURAL TRANSFORMATIONAL AREAS



Ownership



Innovation



Simplification



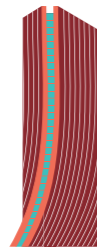
Human touch

BRAND



GENERALI

THE GENERALI 2021 STRATEGY, p. 24



Being a Life-time Partner to customers, offering innovative, personalized solutions thanks to an unmatched distribution network

Leading the European insurance market for individuals, professionals and SMEs, while building a focused, global asset management platform and pursuing opportunities in high potential markets



Communities of Practice

They represent one of the building blocks of our strategy. The communities promote a collaborative approach among colleagues, by removing any functional and geographical barriers; they share knowledge and work together also for the identification and scale-up of best practices in the Group. Thanks to their new way of working, based on collaboration and co-creation, they accelerate the implementation of innovative ideas in an inclusive environment, in full alignment with strategic initiatives.

OUR GOVERNANCE, p. 38

Within a challenging economic and financial environment, we are convinced that our governance - which complies with the best

international practices - is adequate for effectively pursuing our strategy of creating value for all stakeholders in the medium-long term.

OUR BUSINESS MODEL



We develop simple, integrated, customized and competitive Life and Property&Casualty **insurance solutions** for our clients: the offer ranges from savings, individual and family protection policies,

unit-linked policies, as well as motor third-party liability (MTPL), home, accident and health policies, to sophisticated coverage for commercial and industrial risks and tailored plans for multinational companies.



We distribute our products and we offer our services based on a **multi-channel strategy**, while also relying on new technologies: not only through a global

network of agents and financial advisors, but also through brokers, bancassurance and direct channels.



The premiums we receive from our clients to enter into insurance contracts are responsibly

invested in high quality **assets**.



The premiums collected are managed through appropriate asset-liability management policies as to guarantee the **payment of claims and benefits**

to our policyholders or their beneficiaries after death, accidents or the occurrence of the insured event.