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PRESS RELEASE

## Generali launches Generali Vitality in France

- **Launch of innovative health and wellness programme for employees of corporate clients in France**
- **Generali is the first insurer and exclusive provider of Vitality in continental Europe**

Trieste/Paris –Generali Vitality is now going live in France, following the successful launch of the health-linked insurance programme in Germany in July 2016. In France, Generali Vitality has been specifically designed to be a voluntary part of health and protection insurance contracts offered to corporate clients. Generali Vitality is the scientific-based wellness programme that rewards customers for healthy living and aims to improve employee health and wellbeing, which is proven to have a positive impact on employee engagement and productivity.

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**Gian Paolo Meloncelli, Group Strategy and Business Development Director of Generali Group** commented: *"We are very proud to have taken the lead to introduce a programme that re-invents the customer experience within the insurance market in Europe. Generali Vitality is a unique solution for all our clients who are looking to improve their health by changing their lifestyles. Building on the great success of Generali Vitality in the German market we are now very excited to launch the programme in France with a model specifically tailored for the French market and with a set of very compelling partners. This is another important milestone that confirms the capability of our Group to deliver innovative solutions that improve our clients' lives."*

**Yanick Philippon, Executive Committee Member of Generali France**, said: *"By introducing Generali Vitality to our corporate clients, Generali France offers innovative solutions to workplace issues regarding employee wellbeing and the prevention of psychosocial risks. Promoting wellness and reducing workplace stress is a top priority of the Generali Vitality programme. It helps companies to look after their employees ensuring high standards of health, safety and wellbeing as well as to improve productivity at the workplace. At the same time it helps employees to understand more about the importance of physical health and mental wellbeing."*

The Generali Vitality programme aims to motivate our clients to live healthier and to feel better. Vitality, founded by Discovery, has a successful track record achieving sustainable health improvements in various markets worldwide for almost 20 years. The programme is based on extensive clinical, actuarial and behavioural economics to help people live healthier, more active lives. In Germany, Generali Vitality is offered to retail customers of select term life and occupational disability insurance. In France, the programme will be accessible to companies that subscribe to a health and/or protection insurance contract with Generali France. Employees who take steps to improve their health are given discounts and rewards through our Vitality partners such as Club Med, Look Voyages and Weedoogift that offer bonus discounts at Sephora, FNAC and Decathlon.

Starting January 2017 Generali will offer Generali Vitality to corporate clients in France, thereby extending the Generali Vitality footprint in Europe. Through Discovery, Vitality enjoys a global membership base of nearly 4 million across a number of markets, including South Africa, the United Kingdom, USA, Asia and Australia. At the heart of the Vitality model is the concept of shared value, which is changing the global insurance industry. This positive reinforcing cycle is about adding value to society in a way that benefits individuals, insurers and society as a whole. Generali has exclusive rights for the mainland European market.

### THE GENERALI GROUP

The General Group is among the world's leading insurers, with total premium income exceeding €74 billion in 2015. With over 76,000 employees in the world, present in over 60 countries, the Group has a leading position in Western Europe and an increasingly 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.