



23/04/2013

**PRESS
RELEASE**

Generali launches the *Global Corporate & Commercial* unit

- The new unit to adopt a global approach to insurance services for corporate clients

Trieste – Operations have started at the Global Corporate & Commercial business unit, the new Generali Group platform set up to integrate and develop the P&C business and insurance services for medium and large companies at international level.

The Global C&C unit will act on a global scale and deploy an international integrated approach at Group level with a central management team and specialised teams active in individual countries. Through the new unit, Generali aims to become a key world player in this segment and expand its market share and profitability.

The Global C&C unit will pursue customer centricity, in line with Generali's goal to become a client-led business, through insurance solutions focused on underwriting excellence, claims management and customer service.

From a geographical viewpoint, the initial focus will be on European countries where the Group is already highly active in the segment, such as Italy, France, Spain and the UK. In the near future, Generali intends to leverage its footprint in the rest of Europe, in the Latin America and in Asia-Pacific to serve new C&C clients locally.

The Global Corporate & Commercial business unit is headed by Paolo Ribotta, who joined the Group in 2012 after extensive experience in this segment; the unit is part of the Global Business Lines headed by Paolo Vagnone.

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THE GENERALI GROUP

The Generali Group is one of Europe's largest insurance providers and the biggest European Life insurer, with 2012 total premium income of € 70 billion.

With 80,000 employees worldwide and 65 million clients 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.