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PRESS RELEASE





Generali empowers its business in Argentina with Mercado Libre, the biggest e-commerce operator in South America

- Generali creates an innovative and different value proposition on the leading platform. The main goal is to guide the consumer throughout the purchase process insite
- The partnership is incorporated in the development of B2B2C ecosystems as set out in the Generali 2021 three-year strategic plan

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Milan – Generali, through the Argentinian subsidiary La Caja, stipulated an advertisement agreement in Argentina with Mercado Libre, the biggest e-commerce operator in South America in order to empower the non-life insurance business. The initiative represents another step in Generali's partnership with Mercado Libre, established in 2011 and characterised by the development of innovative and hugely successful formats for customers.

In particular, this agreement presents a new way of being closer to the people in Mercado Libre. It is a digital tool where the user will have the possibility to quote and insure their motor and home in a 100% digital way.

The insurance company is the first in its field to launch this solution that will allow it to approach potential clients who want to take care of what they have bought.

In this new page, users will be able to access a quote from La Caja and start the hiring process; then they will be redirected to the insurer's website to finalize it. The development will enhance the consumer experience in a platform that they already know and frequent, in addition to the ones already available, like the mobile app, the website, direct telephone assistance, the 64 physical agencies spread throughout the country and the numerous distribution agreements already in place.

Jaime Anchústegui, CEO International of Generali, affirmed: *"The initiative is incorporated in the new strategy of the Generali Group to develop innovative B2B2C business model by opening new customer contact channels. The agreement with Mercado Libre also makes it possible to strengthen the company's digital transformation process, becoming the first insurance operator in the market to trial this new channel".*

THE GENERALI GROUP

Generali is one of the biggest insurance and asset management companies at global level. Founded in 1831, it is present in 50 countries throughout the world, with a total premium income of more than € 66 billion in 2018. With nearly 71,000 employees serving 61 million customers, the Group boasts a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be a life-time partner to its customers, offering innovative and customised solutions thanks to an unrivalled distribution network.