ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING 2025

GENERALI

24 April 2025

Shareholders' Meeting Kit

2025 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING

Assemblea degli Azionisti 2025

Shareholders' Meeting

23 and 24 April 2025

Assicurazioni Generali S.p.A., with registered office in Trieste, at Piazza Duca degli Abruzzi no.2, processes your personal data, transmitted directly or through the intermediaries, as Data Controller. We process your personal data in order to comply with contractual and legal obligations deriving from your relationship with the Company as shareholder and also for sending you all the relevant communications. Your personal data will be processed only by the authorised persons of Assicurazioni Generali, with modalities and procedures, also in electronic form, appropriate to ensure an adequate level of security. For more information or if you want to exercise one of the rights related to the processing of your Personal Data, please visit the "Privacy&GDPR" section of our Company website www.generali.com, where you will find detailed information concerning the processing of your Personal Data.

Dear Shareholder,

We are pleased to inform you that for the days 23rd and 24th April 2025, the Annual General Meeting of the Shareholders of Assicurazioni Generali is convened in ordinary and extraordinary session, at the premises of the Generali Convention Center, in Porto Vecchio, viale Miramare 24/A, Trieste: past experience makes us believe that the General Meeting will take place on 24th April.

The Shareholders' Meeting has been convened with the physical presence of the shareholders: it will therefore be possible to attend in person at the place of convocation or, if unable to do so, to confer a proxy to a person of its own trust or to the Designated Representative. In the latter case, it will also be possible to access the live streaming service of the proceedings.

In the hope that you will be pleased, we have prepared this Kit containing some useful documents to facilitate your participation in the meeting:

- Notice of call of the General Meeting with the agenda
- Procedure on attendance and voting by proxy
- Procedure for exercising the right to submit questions before the Shareholders' Meeting
- Request form for the certificate to attend the Shareholders' Meeting
- Proxy form to attend the Shareholders' Meeting
- Procedure for access and registration to the live streaming service
- Shareholders' Meeting Extended Inclusion: services provided and how to apply
- Shareholders' Meeting Extended Inclusion: Registration form for SMEI services
- Project "A tree for a Shareholder"
- Maps
- Contacts for retail shareholders

Our Company is traditionally attentive to the relationships with retail shareholders, who are a significant part of our shareholding. We are proud that our Meetings are characterized by a large participation of shareholders, and we hope that this can be increased in time, especially now with the return to the usual methods of confrontation and dialogue in presence.

We remind you that to take part in the Shareholders' Meeting it is necessary to be a shareholder on April 10th, 2025 (record date) and request the intermediary – with which your shares are deposited – the notice for participation in the Shareholders' Meeting as provided by art. 83-*sexies* of Legislative Decree 24 February 1998, n. 58, ("CLFI").

In case your intermediary does not provide an online method to request the notice for participation, you can use the request form contained in this Kit. Since the intermediary needs technical time to complete its procedures, we recommend that you take action as soon as possible and in any case by the above mentioned date.

As mentioned, the Shareholders' Meeting may also be attended by conferring delegation to the Designated Representative. It will be possible to grant the proxy in a guided mode online or paper form: details are available in the "Procedure on attendance and voting by proxy", contained in this Kit and also published on the website of the Company **generali.com**, in the section *Governance* / *AGM 2025*. If the shares are held through a legal person, please note that the proxy must be accompanied by documentation proving the legitimacy of the signatory of the document. The Shareholders Unit is at your disposal on +39 040 671621 and at the e-mail address **azionisti@generali.com** for any clarification and information.

In order to be able to follow the Assembly live streaming, you will find the access modalities for the service on the "Procedure for access and registration to the live streaming service" contained in the Kit and on the website of the Company **generali.com** in the section *Governance* / *AGM 2025*.

Please be informed that the financial statements for the year 2024, the reports of the Board of Directors and other information are available at **generali.com** and that our offices (telephone +39 040 671621; e-mail address **azionisti@generali.com**) are at your disposal for any need related to your role as a Shareholder.

ASSICURAZIONI GENERALI S.P.A.

Company founded in 1831 in Trieste.
Registered office in Trieste. Piazza Duca degli Abruzzi 2
Share Capital Euro 1,602,736,602.13, fully paid up.
Tax Code and Registration with the
Companies Register of Venezia Giulia no. 00079760328.
Registered under number 1.00003 of the Register of Insurance and Reinsurance Companies.
Parent company of the Generali Group, registered under no. 026 of the Register of Insurance Groups.
Certified email address: assicurazionigenerali@pec.generaligroup.com

NOTICE OF CALL OF THE GENERAL MEETING

Shareholders are invited to attend the General Meeting at Generali Convention Center, in Trieste, viale Miramare 24/2 on

— **23 April 2025 at 9.00 am** in ordinary and extraordinary session (first call), and, if necessary, on
— **24 April 2025 at 9.00 am** in ordinary and extraordinary session (second call),

to pass resolutions on the following

AGENDA

1. **2024 Financial Statements.**
   a) Approval of the separate financial statements as at and for the year ended 31 December 2024, accompanied by the Directors' Report, the Statutory Auditors' Report and the External Auditor's Report. Presentation of the consolidated financial statements and of the Annual Integrated Report. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
   b) Allocation of the 2024 profit and distribution of dividends. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

2. **Appointment and remuneration of the Board of Directors for 2025-2027.**
   a) Determination of the number of members of the Board of Directors in office for the financial years ending on 31 December 2025, 2026 and 2027.
   b) Appointment of the Board of Directors for the financial years ending on 31 December 2025, 2026 and 2027.
   c) Determination of the remuneration of the members of the Board of Directors for the financial years ending on 31 December 2025, 2026 and 2027.

3. **Integration of the Board of Statutory Auditors.**
   a) Integration of the Board of Statutory Auditors by appointment of an Alternate Auditor for the financial year ending on 31 December 2025.

4. **Presentation of the Report on remuneration policy and payments.**
   a) Approval of the first section of the Report on remuneration policy and payments, pursuant to art. 123-*ter*, paragraph 3, of legislative decree 58/1998 (CLFI) and articles 41 and 59 of IVASS Regulation no. 38/2018. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
   b) Resolution on the second section of the Report on remuneration policy and payments, pursuant to art. 123-*ter*, paragraph 6, of the CLFI. Resolutions pertaining thereto and arising therefrom.

5. **Group Long-Term Incentive Plan (LTIP) 2025-2027.**
   a) Approval of the 2025-2027 LTIP pursuant to art. 114-*bis* of the CLFI. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
   b) Approval of the authorisation to buy back own shares and to freely dispose of them for the purposes of remuneration and incentive plans. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

6. **Share buy-back scheme for the purposes of cancelling own shares as part of the implementation of the 2025-27 strategic plan.**
   a) Approval of the authorisation to buy back own shares. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
   b) Approval *in an extraordinary session* of the authorisation to cancel own shares without reducing the share capital. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

7. **Approval *in an extraordinary session* of amendments to the Articles of Association. Resolutions pertaining thereto and arising therefrom. Delegation of powers.**
   a) Amendment to Article 9.1 concerning the shareholders' equity items of the Life and the Property & Casualty businesses, pursuant to Article 5 of ISVAP Regulation no. 17 of 11 March 2008.

ADDITIONS TO THE AGENDA

Shareholders representing, individually or jointly, at least 2.5% of the share capital may request, **within 10 days of the publication** of the notice **of call, i.e., by 23 March 2025**, additions to the list of items on the agenda (by specifying in their application the additional items they suggest), or submit draft resolutions on the items already on the agenda. The application must be submitted in writing and delivered to the registered office for the attention of the Head of Corporate Affairs, either through the postal service or via email to the certified email address **azioni@pec.generali.com**. Proof of ownership of the shares by applicant Shareholders and of the required shareholding to request additions to the agenda must be demonstrated by a specific document produced by the authorised intermediary and sent to the certified email address **azioni@pec.generali.com.** Additions to the list of items on the agenda are not permitted for items for which the meeting is required by law to deliberate on the Directors' proposal or on the basis of projects or reports drafted by them. Any additions to the agenda or the submission of additional draft resolutions for items already on the agenda will be notified in the same manner as that required by law for the notice of call, within the deadlines specified in applicable regulations. Shareholders requesting additions to the agenda are required to draft a report stating the reasons for the draft resolutions regarding the new items that they propose, or the reasons for the additional draft resolutions on items already on the agenda. This report must be submitted to the Board of Directors by the deadline for the submission of requests for additions. The report will be made available to the public, together with any evaluations by the Board of Directors, when the notice of additional items is published.

APPOINTMENT OF DIRECTORS

With regard to the appointment of the board of directors, which will take place on the basis of lists of candidates, reference should be made to article 28 of the Company's Articles of Association, published in the Governance section of the Company's website. Attention is drawn to the following:

- **Legitimate right to submit lists**. Lists may be submitted by shareholders who, alone or jointly with others, represent at least 0.5% of the share capital and by the Board of Directors. Ownership of the minimum interest required for submission of lists is determined

on the basis of the shares registered in the shareholder's name on the date on which the lists are filed with the Company. Shareholders with voting rights, the companies directly or indirectly owned by them, and the companies directly or indirectly subject to joint control may join forces to present and vote for one single list; if this principle is violated, their support for any of the lists will not be taken into consideration.

- **Relationships**. In accordance with Consob communication no. DEM/9017893 of 26 February 2009, shareholders who intend to submit minority lists are asked to file, along with the list and the additional documents required under art. 28 of the Company's Articles of Association, a statement attesting to the absence of any direct or indirect connections of the type identified in art. 147-*ter*.3 of the CLFI and art. 144-*quinquies* of the Issuers Regulation. The declaration shall also specify any relationships that may exist, if significant, with the relative majority shareholder, if identifiable, and the reasons why these relationships have not been considered to determine the existence of such connections, or it shall declare the absence of any such relationships.
- **Procedures and deadlines for the submission and publication of lists**. Lists submitted and signed by entitled shareholder(s), complete with information on the shareholders presenting them and identification of the total percentage of the share capital owned by them and all the documents required under article 28 of the Company's Articles of Association, shall be filed at the Company's registered office, for the attention of the Head of Corporate Affairs, or, alternatively, sent by email to the certified email address azioni@pec.generali.com, by the 25th calendar day prior to the date set for the General Meeting on first call, that is, by 29 March 2025. The lists shall be made available to the public by 2 April 2025, at the Company's registered office, at Borsa Italiana S.p.A. and on the company website, www.generali.com, in the section *Governance / AGM 2025.* Certification of ownership of the minimum interest required to submit lists must appear in a specific document produced by the authorised intermediary and sent to the email address azioni@pec.generali.com and may also be produced after the date of filing, provided that this is before the deadline for the publication of the lists, that is, by 2 April 2025; otherwise, the list will be considered not to have been submitted.

INTEGRATION OF THE BOARD OF STATUTORY AUDITORS

Shareholders are invited to submit any proposals for candidates for the office of Alternate Auditor taking into account the necessary principle of minority shareholders' representation and the gender balance criteria envisaged by current law, regulation and Articles of Association, and submit them promptly and, in any case, possibly no later than twenty-five days prior to the date of the shareholders' meeting on first call (29 March 2025) in order to allow those entitled to vote to cast their preference in an informed manner also taking into account such new proposals, by transmission by certified e-mail to the address azioni@pec.generali.com. Alternatively, proposals can be submitted by delivery to the registered office.
Proposals for candidates for the office of Alternate Auditor must be accompanied by (i) a *curriculum vitae* containing exhaustive information on the personal and professional characteristics of the same and on the skills gained by the same in the areas indicated as noted in the Considerations of the outgoing Board of Statutory Auditors published on 15 March 2023, (ii) by the declarations with which the candidate accepts the designation and the office and certifies, also, under his/her own responsibility, the absence of causes of incompatibility, ineligibility and forfeiture, the possession of the requisites and compliance with the criteria provided for by the laws and regulations in force and by the Articles of Association and the Corporate Governance Code, as well as more generally by any further provision as applicable, to hold the office of Alternate Auditor of the Company, (iii) the indication of the identity of the shareholders who have submitted the candidacy and the certifications issued by the depositary intermediary attesting to their ownership of shares and the share capital held and (iv) any other or different declaration, information or document required by law and applicable regulatory rules.

DOCUMENTATION

The full text of the draft resolutions and the Board of Directors' reports on the items on the agenda, the related annexes, the 2024 financial statements with all of their annexes and statements signed by the Manager in charge of preparing the financial reports of the Company, the report on the new incentive plan for Generali Group management, the annual Corporate Governance and Share Ownership Report and the Remuneration Report are filed, as required by law, at the registered office of the Company, and are available upon request to anyone, with the right to obtain copies. The availability of the aforementioned documents is also guaranteed, as required by law, on the Company website, www.generali.com, in the section *Governance/AGM 2025*, together with the forms that Shareholders may use to vote by proxy, as indicated below, and on the eMarket SDIR centralised regulated information storage mechanism managed by Teleborsa S.r.l., at www.emarketstorage.com. Information on the share capital, with details on the number and categories of shares, is also available on the website of the Company.

RIGHT TO SUBMIT QUESTIONS

Those entitled to vote may submit questions about the items on the agenda before the General Meeting, in accordance with art.127-*ter*, par. 1-*bis* of the CLFI, no later than the record date **(10 April 2025), which corresponds to the 7th market trading day before the date of the first call**, by sending their questions to the registered office of the Company for the attention of the Head of Corporate Affairs or via the email address **azionisti@generali.com** or the certified email address **azioni@pec.generali.com** in accordance with the terms and conditions set out in the procedure published on the Company's website www.generali.com in the section *Governance/AGM 2025*. Replies will be provided by the Company **by 21 April 2025 by means of publication in a specific section of the website**, in order to allow those entitled to cast their vote to take the feedback provided by the Company into consideration. Proof of the right to vote may be provided by means of the notice specified below even after the submission of requests, provided that this is no later than the third day following the registration date. Given the public holidays in the period indicated by law, shareholders are advised to request a specific certification for exercise of this right from their intermediary, to reach the issuer within the terms indicated.
The Company may provide a single response to questions with the same content.
No response is due when the information requested is already available in the FAQ section of the Company's website or when the answer has been published in the legally required manner.

ENTITLEMENT TO ATTEND THE MEETING

Entitlement to attend the Annual General Meeting and to exercise voting rights is demonstrated by a statement that must be issued to the Company by an authorised intermediary in accordance with the relevant accounting records for the person that holds voting rights. The statement is issued by the intermediary based on the evidence as at the record date (10 April 2025), corresponding to the seventh market trading day before the date of the meeting on first call. Debit and credit entries made after that date will not be taken into account for the purpose of establishing the right to vote; therefore, those who became shareholders after that date will not be entitled to attend or vote. Owners of shares that have not yet been dematerialised may only attend the Annual General Meeting if their share certificates have first been filed with a party authorised to input them into the computerised system for subsequent communication by the authorised intermediary.
Attendance by those entitled to participate in the Annual General Meeting is governed by current law and regulations, and by the provisions of the Articles of Association and the Annual General Meeting Regulation, which are available at the registered office of the Company and on its website.

MEETING ATTENDANCE

Those holding voting rights may appoint a proxy to represent them at the General Meeting in the manner laid down by law. In compliance with applicable legislation, shareholders may also appoint the designated representative of the Company, Computershare S.p.A., free of charge as a proxy with voting instructions, pursuant to art. 135-*undecies* of the CLFI. The power of representation is granted by signing the relevant form, available on the Company's website in the section *Governance/AGM 2025* not later than 2 April 2025, deadline for the publication of the aforementioned lists of candidates. The proxy form must be received by Computershare S.p.A. by the end of the second market trading day before the actual date of the AGM (expected to be 24 April 2025), in accordance with the procedure specified in point 1 of the Instructions for form compilation and submission set out in the form itself.

In order to facilitate the sending of the proxy and voting instructions, it will also be possible to fill out and send the form online with a guided procedure until 12.00 (noon) on 23 April 2025, from the section of the Assicurazioni Generali website dedicated to this Annual General Meeting *Governance / AGM 2025.*

The proxy does not cover draft resolutions for which no voting instructions have been given. The proxy and voting instructions may be revoked within the same deadline and using the same procedures as those used to grant the proxy.

The statement issued to the Company by the intermediary, certifying the right to attend the meeting and exercise voting rights, is also required if the designated representative is appointed as a proxy: in the absence of this statement, the proxy shall be deemed null and void. Alternatively, shareholders may appoint a proxy by filling in the proxy form available on the website of the Company. The representative by proxy may, in lieu of the original, deliver or send a copy of the proxy form to the certified email address, **azioni@pec.generali.com**, attesting under their own responsibility that the copy is a true copy of the original and that the identity of the delegating party is correct. Pursuant to applicable legislation, the Designated Representative must retain the original proxy forms and details of any voting instructions received for one year from the end of the Annual General Meeting.

The proxy may also be granted with an electronic document signed electronically pursuant to article 21.2 of Legislative Decree no. 82 of 7 March 2005, and sent to the certified email address **azioni@pec.generali.com**.

ARRANGEMENTS

- **Interpreting services.** Simultaneous interpreting will be available from Italian into a number of foreign languages (English, French, German and Spanish) during the General Meeting. Headphones for use of the service will be provided on request at the entrance desk of the Generali Convention Center. The meeting will also be translated into Italian sign language.
- **Live streaming service.** This year it will again be possible to view the opening remarks of the Company's top management on a live streaming basis. The service will allow an increasingly broad and inclusive audience of shareholders and stakeholders to take part in an important moment of corporate communication, even if at a distance. The live streaming service will also be available with simultaneous interpreting in the languages indicated above and with Italian subtitles. Information on access to the service is available on the website of the Company, in the *Governance/AGM 2025* section.
- **Shareholders' Meeting - Extended Inclusion.** A separate route will be organised at the entrance for physically disabled shareholders, for whom a number of special services will also be provided. Other services will be provided to overcome any physical, communication and sensory barriers: some services require advance booking, under the terms and conditions published on the website of the Company in the *Governance/ AGM 2025* section.
- **Useful contacts.** Further information or clarifications about shareholder attendance at the AGM may be obtained by sending an email to **azionisti@generali.com** and via telephone at +39.040.671621; other persons wishing to attend the meeting may use the following contacts: for financial experts

and analysts: telephone +39.040.671402 and email ir@generali.com; for journalists: telephone +39.02.43535014 and email media@generali.com.

INFORMATION ON SHARE CAPITAL

The subscribed and paid-in share capital is EUR 1,602,736,602.13 represented by 1,569,420,004 ordinary shares with no par value. Each share confers the right to one vote. On 7 March 2025, as disclosed to the public on 10 March 2025, the Company and the companies it controls hold 55,757,071 Assicurazioni Generali S.p.A. Shares, equal to 3.55% of share capital.

Milan, 12 March 2025

On behalf of the Board of Directors
The Chair
(Andrea Sironi)

Procedure on attendance and voting by proxy

The Shareholders entitled to attend the Shareholders' Meeting may appoint proxies pursuant to the applicable regulations. To this end, the general proxy form available in the Company's website must be filled in. Authorised representatives must be provided with the original proxy forms and deliver them to the Company upon registration.

Original proxy forms may also be delivered to the Company's registered office in Trieste, Piazza Duca degli Abruzzi 2, to the attention of the Head of *Corporate Affairs*. Electronic proxy forms provided with an electronic signature may be sent to the certified email address **azioni@pec.generali.com** pursuant to article 21, paragraph 2, of Legislative Decree No. 82 dated 7 March 2005.

Authorised representatives may also submit or send a copy of the proxy form to the certified email address **azioni@pec.generali.com**, certifying the represented shareholder's identity and that the copy is true to the original. Pursuant to the applicable regulations, authorised representatives must keep the original proxy and voting instructions for one year from the end of the Shareholders' Meeting.

The delegation may also be conferred, with voting instructions, to Computershare S.p.A., representative designated by the Company for this purpose pursuant to article 135-*undecies* of D.lgs. 58/1998, by filling in the delegation form available on the Company's website at the latest from 2nd April 2025, which must be received before midnight on 22nd April 2025 (end of the 2nd day of open market prior to the effective date of the Shareholders' Meeting, scheduled for 24th April 2025), to Computershare S.p.A., using one of the following alternative transmission methods:

- **Registered Email holders (PEC):** as an attachment document (PDF format) sent to generali@pecserviziotitoli.it if the Proxy giver (as Individual or as Legal Entity) is a Registered Email Holder;
- **Digital Signature holders (FEA):** as an attachment document with digital signature sent to generali@pecserviziotitoli.it if the Proxy giver (as Individual or as Legal Entity) is a Digital Signature Holder;
- **Common Email address holders:** as an attachment document (PDF format) sent to generali@pecserviziotitoli.it. In this case, the hard copy of the proxy shall be sent via ordinary mail service to Computershare S.p.A. via Nizza 262/73, 10126 Turin;
- **Through the Company's website generali.com:** in order to facilitate the transmission of the delegation and voting instructions, from the section of the Assicurazioni Generali website dedicated to the 2025 Annual General Meeting (Governance / AGM 2025), it will be possible to complete and send the delegation form to the Designated Representative also online and in a guided mode until 12.00 am on 23rd April 2025.

The proxy does not apply to items for which voting instructions have not been provided. The proxy and voting instructions may be cancelled by the end of the second day before the actual date of the Shareholders' Meeting. If, for technical reasons, proxies are not available in electronic format, they may be sent upon request. To this end, please call +39 011 0923200.

Right to submit questions before the Shareholders' Meeting

Shareholders entitled to vote may ask questions about the items on the agenda also before the Shareholders' Meeting **up to the end of the 7th market trading day before the date of the first call (by 12.00 pm on 10th April 2025).**

Questions are submitted by e-mailing them to azionisti@generali.com, or to the certified e-mail address azioni@pec.generali.com, or by delivering them to the Company's registered office, in Trieste, Piazza Duca degli Abruzzi 2, to the attention of the Head of *Corporate Affairs*.

Questions must be accompanied by the shareholders' personal data.

Legitimation to submit questions is certified by a communication issued by the custodian intermediary, that certifies that as shareholder you are entitled to do so. This can also be shared up to three days after the sending of questions but has to happen in any case before 14th April 2025 (the third day after the record date).

Questions received by said time limit, after having verified their relevance and the right for the applicant, will be answered by 21st April 2025 at the latest, through publication in a dedicated section of the Company's institutional website, **generali.com**.

The Company may provide a single answer to all questions on the same topics. No reply is due to questions raised prior to the Shareholders' Meeting, where the information required is already available in the "FAQ" section of the Company's website or when the answer has been published in accordance with current law.

Request form for the certificate to attend the Shareholders' Meeting

Please write the name of your depositary bank, which is the **only one** you must send this letter to

To Mr./Ms
.....
.....
.....
.....
.....

Request for the certificate to attend the Shareholders' Meeting
(under Article 83-*sexies* of Italian Legislative Decree No. 58 of 24 February 1998)

Ordinary and extraordinary Shareholders' Meeting of Assicurazioni Generali
on 23rd and 24th April 2025

I, the undersigned,

……..
(surname or company name) *(name)*

tax identification no. ……..……...

with reference to the Shareholders' Meeting above, kindly ask you to issue the certificate under Article 83-*sexies* of Italian Legislative Decree no. 58 of 24 February 1998 for all Assicurazioni Generali shares registered in my name and deposited at your bank.

Please send me a copy of the certificate if so provided by your policies or give me the details thereof, unless otherwise provided.

Thank you in advance for your cooperation. Best regards,

Date, ……. Signed by ……..

2025 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING

Proxy Form to attend the Shareholders' Meeting

I / We, the undersigned[1]

*Surname or Company's business name | *Name

*Place of birth | *Country | *Date of birth (dd / mm / yyyy) | *Italian tax identification no.

*Address (permanent address or registered office) | Postcode | *Country

Telephone no.

To be filled in by the joint owner or chargee, if any

*Surname or company's business name | *Name

*Place of birth | *Country | *Date of birth (dd / mm / yyyy) | *Italian tax identification no.

*Address (permanent address or registered office) | Postcode | *Country

Telephone no.

being Shareholder(s) of Assicurazioni Generali S.p.A.

hereby appoint _____

*Surname and name or company's business name

or, alternatively, _____

*Surname and name or company's business name

as Proxy to act on my/our behalf in relation to all shares carrying voting rights at the Shareholders' Meeting of Assicurazioni Generali S.p.A. to be held on

23rd April 2025, at 9.00 am: for an Ordinary and Extraordinary Shareholders' Meeting (first call), and if necessary

24th April 2025, at 9.00 am: for an Ordinary and Extraordinary Shareholders' Meeting (second call)

and hereby fully approve his/her conduct after the discussion at the meeting.

The undersigned [2] _____

declares that he/she is the owner of the voting rights carried by the above-mentioned shares, and signs this proxy form in capacity of (check appropriate box):

☐ legal representative ☐ agent with authority to sub-delegate ☐ pledgee

☐ taker-in ☐ beneficial interest holder ☐ reciever ☐ manager

☐ other (please specify) _____

Date _____ (dd / mm / yyyy)

Signature/s _____

(1) Shareholder's full name as shown in the notification regarding attendance at the Shareholders' Meeting referred to in s. 2370 of the Italian Civil Code.

(2) Enter the full name and capacity of the signatory holding voting rights if different from the shareholder(s) listed above.

HOW TO FILL IN THE PROXY FORM

If you are unable to attend the Shareholders' Meeting, you may appoint a person of your choice to speak and vote on your behalf at the meeting, pursuant to the applicable regulations, specifically to s. 2372 of the Italian Civil Code and to the Articles of Association.

It must be noted that:

1. the proxy form must be submitted in writing, dated and signed, and the name of the proxy must be inserted by the shareholder and not by a third party, without prejudice to the shareholder's possibility of inserting the name of a substitute;
2. authority may only be granted for a specific meeting (including any subsequent calls of that meeting), except in the case of:
   (i) a general power of attorney, or
   (ii) a power of attorney granted by a company or partnership, association, foundation or other collective body or institution ("Entity") to one of its employees;
3. in the circumstances mentioned in paragraphs 2 (i) and 2 (ii), and whenever the shareholder is an Entity, a copy of the documentation conferring authority should be attached to the proxy form in order to be filed with the Company's records;
4. the proxy may deliver or send, also electronically, a copy of the original proxy form instead of the original, certifying on his/her own responsibility that the copy is a true copy of the original and certifying the identity of the principal, without prejudice to the Company's right to establish the identity of the proxy or substitute;
5. if an Entity is appointed as a proxy, the Entity may only appoint one of its employees to act on its behalf;
6. the proxy may also be issued to a person who is not a Generali shareholder;
7. a proxy who has a conflict of interest may be appointed provided that the proxy or substitute notifies the shareholder in writing of the circumstances from which the conflict derives, and that there are specific voting instructions for each resolution on which the proxy is to vote on the shareholder's behalf;
8. if the shares are registered in the name of two or more persons, the proxy form must be signed by all of them, even if the proxy is one of the said joint owners.

Should you require any further information or clarification about the procedures for attending the Shareholders' Meeting of Assicurazioni Generali S.p.A., please consult the relevant section of the website **www.generali.com** or contact us at the e-mail address: **azionisti@generali.com**.

PRIVACY NOTICE

Assicurazioni Generali S.p.A., with registered office in Trieste, at Piazza Duca degli Abruzzi no. 2, processes your personal data, transmitted directly or by the shareholder conferring the proxy, as **Data Controller**. We process your personal data in order to ensure your participation to the Shareholders' Meeting 2025, in compliance with the existing legal obligations concerning shareholders' meeting. Your personal data will be processed only by the authorised staff of Assicurazioni Generali, with modalities and procedures, also in electronic form, appropriate to ensure an adequate level of security. For more information or if you wish to exercise one of the rights (access, rectification, erasure, restriction, portability) related to the processing of your Personal Data, please contact Assicurazioni Generali at shareholders@generali.com or its Data Protection Officer at dpoag@generali.com.

Procedure for access and registration to the live streaming service

On the occasion of the Shareholders' Meeting of 24th April 2025, Assicurazioni Generali offers **the opportunity to follow the proceedings of the Shareholders' Meeting in live video streaming**. In this way, an ever-wider audience of stakeholders will be able to easily attend this fundamental moment of institutional communication.

The live streaming will begin at 9.00 am on 24th April 2025.

For all the entities that have not requested the communication for the intervention in the Assembly, or that did not give the proxy to the Designated Representative, including non-shareholders, only the public part of the Meeting, including the opening speeches by the Company's top management, will be available in live video streaming. The access link will be made available on the Company's website, after registration. In order to sign in, limited identity information will be required, including a valid e-mail address.

The live streaming service will be available, in addition to Italian, through simultaneous translation into English, French, German, Spanish and Italian sign language (LIS). Italian subtitles will also be available.

It is recommended to register with courteous promptness following the procedure that will be made available from 10th April 2025 on our institutional site, generali.com, in the section *Governance* / *AGM 2025*.

In accordance with the status of private event of the Meeting, **access to streaming for the entire course of the proceedings will be granted only to legitimate shareholders, that is those who have requested the communication for participation in the Meeting from their custodian** (pursuant to Art. 83-*sexies* of the CLFI), thus resulting a Generali shareholder at the record date on 10th April 2025, **and that have given the proxy to the Designated Representative** pursuant to article 135-*undecies* of the TUF. You can access the service directly from the portal of the Designated Representative, after signing in. The access credentials will be the same as those used for conferring the proxy. In order to sign in, some identity information will be required, including a valid e-mail address and the details of the communication requested to the intermediary.

Shareholders' Meeting Extended Inclusion: services provided and how to apply

THE SMEI PROGRAM

To overcome the physical, communicative and sensorial barriers that may hinder participation in the Shareholders' Meeting, Generali has developed the **SMEI - Shareholders' Meeting Extended Inclusion program**.

Since 2016, thanks to the support of professionals and external collaborators such as mediators, interpreters, and social and health workers, and to the dedication and enthusiasm of the Group's volunteers, the SMEI program has offered a wide range of services to promote the inclusion of all shareholders at that crucial moment in the life of the Company that is the Shareholders' Meeting.

In recent years, as the Shareholders' Meetings have been convened with the sole possibility of participating by proxy to the Exclusive Designated Representative, Generali's attention to shareholders and stakeholders has found expression above all with the creation of an important service: the live streaming of the Shareholders' Meeting proceedings. This service, in a context of greater inclusiveness, has been integrated with simultaneous translation into English, French, German, Spanish, Italian Sign Language (LIS), and with subtitles in Italian. For the Annual General Meeting of the 24th April 2025, this service will still be in place, even with the return to the ordinary in-person meeting method, and will be taken further.

THE SMEI PROGRAM IN 2025

The Meeting, which this year will return to the traditional format, with the in-person participation of Shareholders, will be held in Trieste at the Generali Convention Center on the 24th April 2025.

In order to extend to the widest possible audience the opportunity to easily attend this fundamental moment of institutional communication, the SMEI program will once again guarantee the full range of personal services.

In addition to the welcome at the entrance of the meeting venue, there will be a reserved check-in station and a dedicated path for people with motor disabilities. It will also be possible to benefit from assistance in the room by volunteers of the Generali Group and qualified social-health workers, as well as translation into Italian Sign Language (LIS) and subtitling in Italian which will be projected on the screens present at the meeting venue.

For members with sensory and/or motor disabilities, additional services are made available, upon reservation, to be reserved through the **Registration Form** available on the next page namely:

- qualified assistance from social-health workers;
- assistance of a companion to be able to participate in the meeting proceedings with your own wheelchair;
- use of a wheelchair made available at the meeting venue;
- reservation of parking reserved for disabled people;
- use of ergonomic orthopedic cushions to promote posture;
- the possibility of requesting a specific menu for celiacs that will be served during the buffet at the end of the proceedings.

The form for joining the services, completed and signed, must be sent no later than **5:00 pm on 22nd April 2025**, to the following email address: smei@generali.com.

Please note that these services will be available to all shareholders who have requested, within the deadlines set, from the authorised intermediary the communication for participation in the meeting pursuant to art. 83-*sexies* of Legislative Decree no. February 24, 1998, 58.

For further information and/or clarifications, the Shareholders' Meeting Extended Inclusion Program team is available at the email address smei@generali.com and at the telephone number +39 040 671720.

The information service is active from Monday to Thursday from 9:00 am to 4:00 am, and on Friday from 9:00 am to 1:00 pm.

2025 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING

Registration form for SMEI (Shareholders' Meeting Extended Inclusion) services

Shareholders' Meeting 2025

To facilitate access and participation in the Shareholders' Meeting of Shareholders with motor and sensory disabilities, we invite you to complete, sign and send this form to the email address: **smei@generali.com no later than 5:00 pm on 22nd April 2025.**











The undersigned

Surname	Name

Place of Birth	Date of Birth

Codice Fiscale/ID Number

Address	CAP/Postcode

Municipality of residence	Province

Telephone	E-mail

I declare that I have already requested or intend to request within the terms provided for by the authorized financial intermediary, with whom I deposited the shares, to send to Assicurazioni Generali the communication for participation in the Shareholders' Meeting called for 23 April in first call and 24 April in second call pursuant to art. 83-*sexies* of Legislative Decree 24 February 1998, 58.

In order to guarantee the best possible service, we invite you to tick the relevant boxes:

Sensory disability

- ☐ Deaf
- ☐ Blind-deaf
- ☐ Blind – total blindness
- ☐ Visually impaired
- ☐ Moderate-severe visual impairment

Motor disability

- ☐ I use a wheelchair
- ☐ I use an electric scooter
- ☐ I walk with difficulty

Services offered at the Meeting venue available upon reservation:

☐ I need to benefit from qualified assistance in order to attend the Meeting proceedings

☐ I need to have a companion to be able to attend the Meeting proceedings with my wheelchair

☐ I need a Generali-provided wheelchair

☐ I need ergonomic - orthopedic pillows to help my posture

☐ I need reserved parking (only with a special disabled permit, subject to availability).

Vehicle registration number: _____

For further information on the services or clarifications on the assistance offered, please contact the email address **smei@generali.com** and the telephone number +39 040 671720. The information service will be active from Monday to Thursday from 09:00 am to 4:00 pm, and Friday from 09:00 am to 1.00 pm on 22nd April 2025.

Informativa privacy

We inform you that Assicurazioni Generali S.p.A., with registered office in Trieste, in Piazza Duca degli Abruzzi, n. 2, processes your personal data, including special categories of personal data, as **Data Controller**, for the provision of the services requested by you on the occasion of the 2025 Shareholders' Meeting. Your personal data will be processed only where strictly necessary by authorized personnel of Assicurazioni Generali, with methods and procedures, including in electronic format, suitable to ensure an adequate level of security. In order to allow Assicurazioni Generali to provide you with the services requested by you, it is necessary that you give your consent to the processing of your special categories of personal data. If you decide not to give your consent, Assicurazioni Generali will not be able to provide you with the requested services. If you wish to receive more information on the processing of your personal data – including special categories of personal data – or wish to exercise one of your rights, we invite you to visit the "Privacy&GDPR" section of our institutional website www.generali.com where you will find detailed information on the processing of your personal data.

Consent to the processing of special categories of personal data

Having read the above and the information on the website www.generali.com, by ticking the specific box and signing this form, I give my free and specific consent to the processing of special categories of personal data concerning me in order to allow Assicurazioni Generali to provide me with the services requested by me.

☐ I consent ☐ I don't consent

Place and date _____

Signature _____

Project "A tree for a Shareholder"

Extreme climatic events such as the Vaia storm in 2018, ongoing harmful processes as coastal erosion, and environmental imbalances, like the proliferation of spruce bark beetles in alpine ecosystems, are proof of the need to be an active participant in the protection and rehabilitation of the places where our communities live.

With the project **"A tree for a Shareholder"**, which will continue in 2025, **Generali combines its commitment and that of its shareholders, supporting the planting of a tree for each of the shareholders who will participate in the Assembly.**

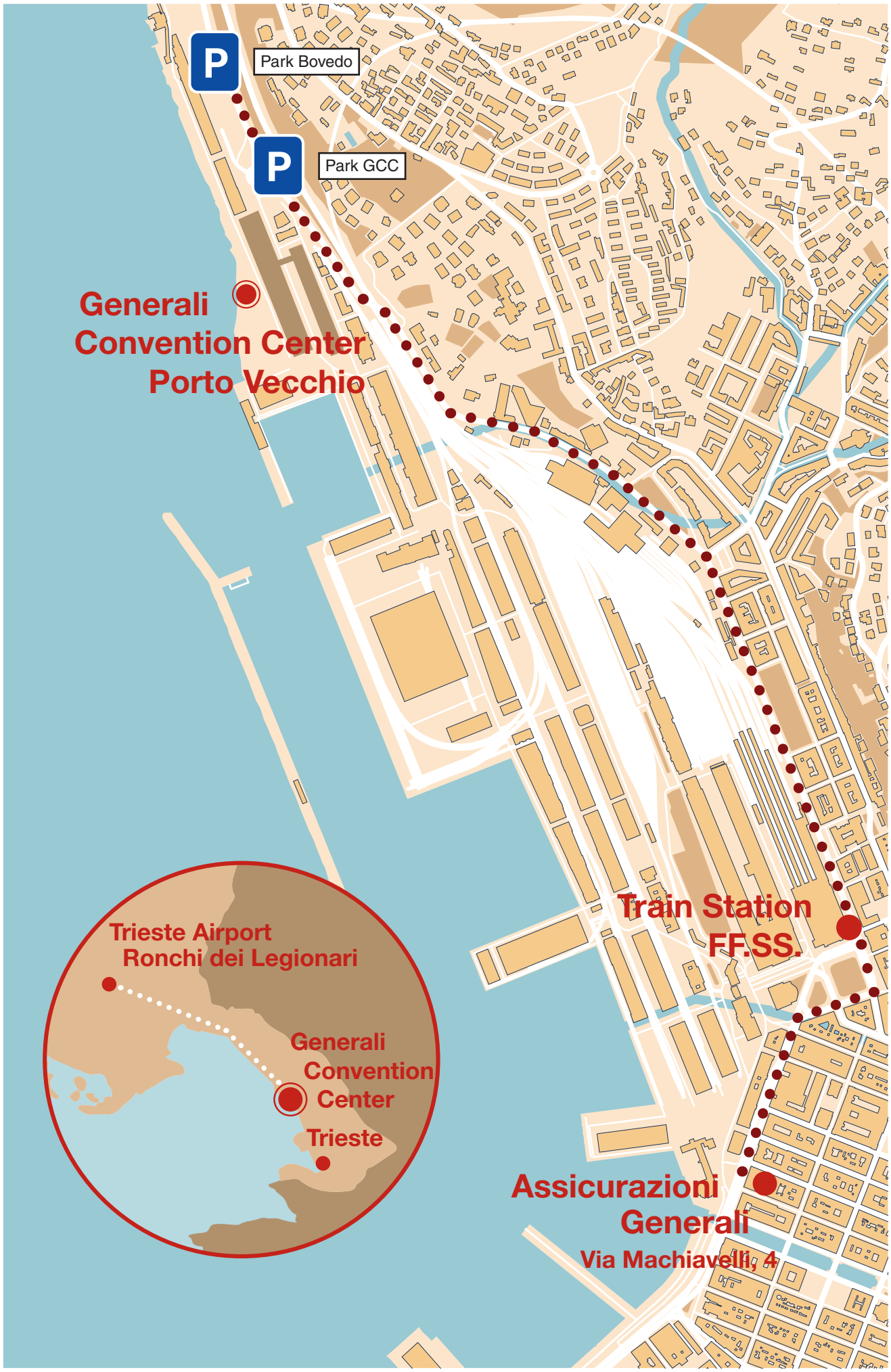
The project "A tree for a Shareholder" continues its concrete commitment to reforestation and the protection of biodiversity through targeted interventions in different areas of Italy. Thanks to the active participation of shareholders, every year we contribute to restoring fragile ecosystems, damaged by extreme events and human action, restoring environmental and social value to the territory.

The program, which started in 2022, aims to combine the participation of Generali shareholders at the Company's Meetings with the Group's commitment to sustainability and has so far led to a significant result, with almost 10,000 trees already planted, to support the regeneration and resilience of the Alpine ecosystem affected by the Vaia storm in 2018 (Bosco Pizzotto and Bosco della Panarotta, in the municipality of Levico Terme, and the Woods of the Val Cadino of the Magnificent Community of Fiemme, in the municipality of Castello-Molina di Fiemme).

In 2025, the intervention will focus on three areas in northern Italy, with the support of environmental restoration projects in the lagoon of Venice, in Alta Badia and in Lombardy, around the river basins of Serio, Oglio and Ticino.

The "A tree for a Shareholder" project fits within the **Lifetime Partner 27: Driving Excellence across our value chain strategy**, with which Generali is committed to creating long-term sustainable value for customers, communities and territories. Through concrete initiatives such as this, we aim to have a positive impact on communities and territories, in line with the vision of responsible and sustainable growth.

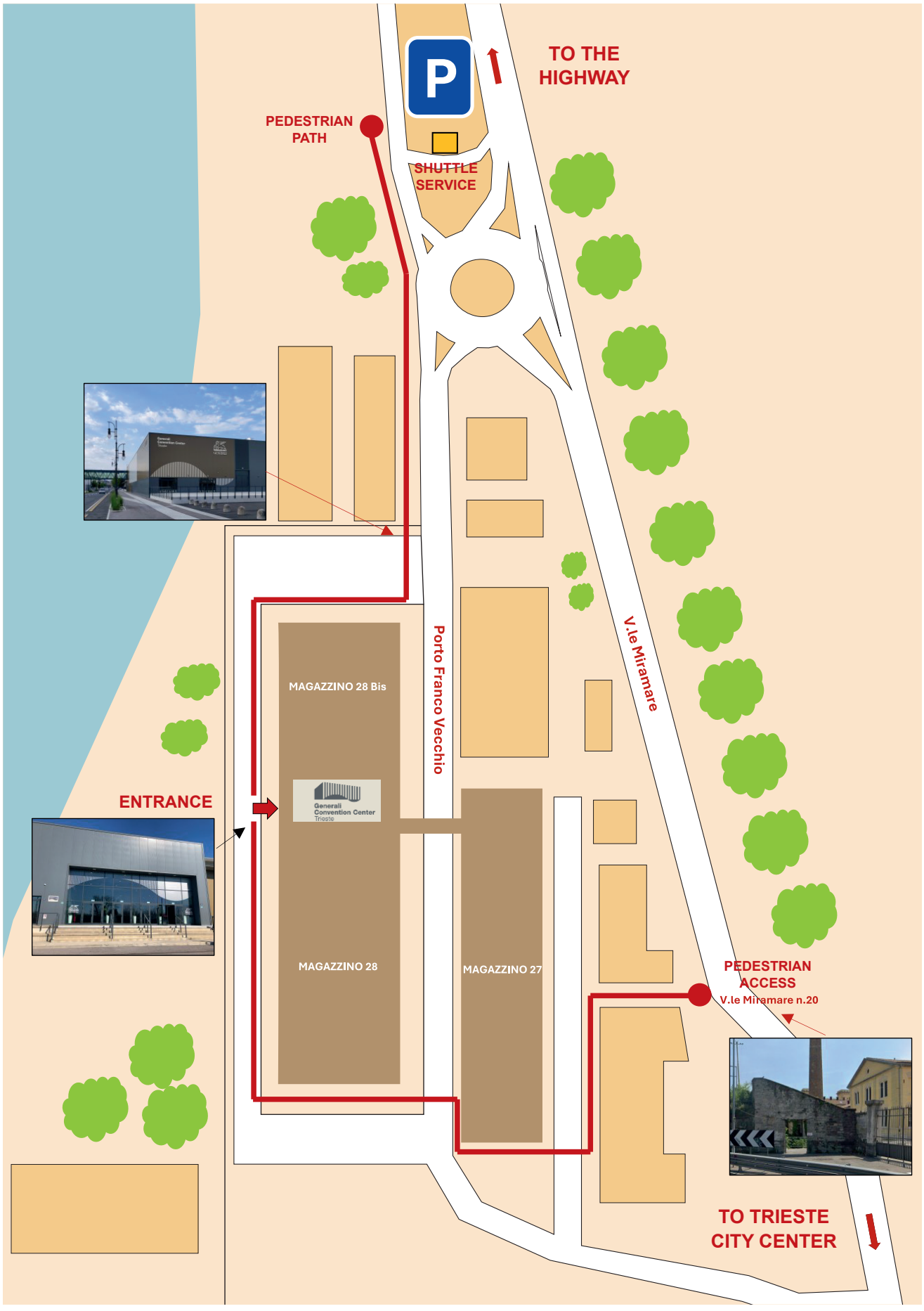




2025 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING

GENERALI

2025 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING



A shuttle service will be available starting at 8:00 AM on April 24th, departing from Park Bovedo and Park GCC and arriving at the Generali Convention Center.

Contacts for Retail Shareholders



MICHELE AMENDOLAGINE

Head of Shareholders & Governance

michele.amendolagine@generali.com



MICHELE CARLO GIANNI COLLA

Head of Shareholders Unit

michele.colla@generali.com
P. +39 040 671696



GABRIELE METELLI

Shareholders Relations and Events

gabriele.metelli@generali.com
P. +39 040 671099



LEANDRO CANDOTTO

Shareholders' Register and Data Analysis

leandro.candotto@generali.com
P. +39 040 671325



CAROL PIGAT

Shareholders Unit Project Management and Administration

carol.pigat@generali.com
P. +39 040 671633

SHAREHOLDERS UNIT
E-mail:
azionisti@generali.com
P. +39 040 671621



GIUSEPPE LAVANGA

Shareholders Unit Associate

giuseppe.lavanga@generali.com
P. +39 040 671740



YLENIA CERNIAVA

Shareholders Unit Associate

ylenia.cerniava@generali.com
P. +39 040 671720



MARTINA LUCIANI

Shareholders Unit Associate

martina.luciani@generali.com
P. +39 040 671105



DARIO GERMANI

Shareholders Unit Associate

dario.germani@generali.com
P. +39 040 671634



MARCO SALVI

Shareholders Unit Associate

marco.salvi@generali.com
P. +39 040 671326



GIULIA MORELLI

Shareholders Unit Associate

giulia.morelli@generali.com
P. +39 040 671220



SARA BRARI

Shareholders Unit Associate

sara.brari@generali.com
P. +39 040 671832



SARA RUFFINI

Shareholders Unit Associate

sara.ruffini@generali.com
P. +39 040 671700

generali.com