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PRESS RELEASE

## Generali presents the digital format of *The Age of the Lion*, the history of the Company from 1831 to the third millennium

Trieste - *The Age of the Lion*, a pictorial account of the nearly-bicentennial history of the Generali Group - one of the largest and oldest insurance companies in the world - is now available also in digital format, both in English and Italian (*The Age of the Lion / Il Tempo del Leone*), searchable and free downloadable as e-book from App Store, Google Play and from the website [www.generali.com](http://www.generali.com) (<http://www.generali.com/who-we-are/history/the-age-of-the-lion.html>).

The new edition - recently presented in paper format - features a fresh design and additional contents to the previous editions of 2002 and 2007. Its aim is to provide a detailed account of the events and the people that have left their mark on Generali's history, with the addition of a 'Portraits' section of the Company's people and several in-depth articles.

### THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2015 total premium income of more than €74 billion. With above 76,000 employees in the world serving 55 million clients, present in over 60 Countries, the Group has a leading position in Western European Countries and an ever more 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.

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