



Generali Asia Strengthens Regional Leadership with the Appointment of Sun Lei as Deputy Regional Officer

Hong Kong, 9 March 2026 - Generali today announced the appointment of **Sun Lei** as **Deputy Regional Officer, Asia**, effective 9 March 2026. Based in Hong Kong, Sun Lei will report to Rob Leonardi, Asia Regional Officer.

In his new role, Sun Lei will provide strategic and operational oversight for all China-based Generali entities, strengthen governance with joint venture partners and key stakeholders, and lead regional project initiatives across Asia. He will also play a key role in advancing Generali's sustainability agenda in alignment with the Group's global priorities.

"Asia—and especially China—remains a key growth market for Generali's Lifetime Partner strategy. Sun Lei's appointment reinforces our commitment to building a stronger footprint in this dynamic region while deepening our strategic relationships and operational excellence," said **Rob Leonardi, Asia Regional Officer, Generali**. "His extensive leadership experience across Asia and Europe will help further our ambitions and position us strongly for the next stage of growth."

Sun Lei joins Generali with more than two decades of leadership experience in insurance, finance and M&A across Asia and Europe. He previously served as President & CEO of Allianz Korea Life, where he led a major post-M&A transformation; Deputy General Manager & CFO at Allianz China Insurance Holding, where he played a key role in establishing China's first foreign-owned insurance holding company; and most recently held a senior role in Group M&A at Allianz SE with a focus on Asian markets.

"I am honoured to join Generali at such an exciting moment in its Asian growth journey," said **Sun Lei**. "China's rapidly evolving insurance landscape presents tremendous opportunities, and I look forward to working closely with Rob and the entire team to strengthen our presence in China while supporting Generali's broader ambitions across the region."

Sun Lei is a Fellow of the UK Institute of Actuaries and a CFA charter holder. He holds a bachelor's degree from Nanyang Technological University, and an Executive MBA from the Tsinghua-INSEAD joint programme.

The appointment underscores Generali's determination to capture the region's long-term potential by combining local expertise with global scale, advancing sustainable growth, and expanding its presence in key Asian markets.

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THE GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 95.2 billion and € 863 billion AUM in 2024. With around 87,000 employees serving 71 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.