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PRESS RELEASE

Generali Global Agent Excellence Contest 2018

- Sergio Schena from Generali Italia voted as Group's best agent

Trieste – The second Generali Global Agent Excellence Contest took place in Sorrento to elect the best agent within the Generali Group. During the Grand Finale Sergio Schena, from Generali Italia, was voted as Group's best agent.

The Global Agent Excellence Contest was launched in 2016 to celebrate the most innovative agents in terms of digital adoption, data collection and new approaches to market. This is the second edition of the contest and this year involved 100,000 agents in 20 markets and 22 business units across Europe, Asia and Latin America, who engaged in local competitions between September 2017 and March 2018, followed by a Champions League format to select the 10 finalists. The Champions League panel consisted of 5 Generali Group Management Committee members (Marco Sesana, Jean-Laurent Granier, Giovanni Liverani, Luciano Cirinà and Frédéric de Courtois). The Grand Finale was attended by the global top 200 agents, the Generali Group CEO, Philippe Donnet, and Heads of Sales from 20 markets. All 260 guests voted on Generali's best agent.

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Generali Group Ceo, Philippe Donnet, stated: *"Our network of more than 150 thousand dedicated agents and salespeople around the world is what makes Generali unique. It is a distribution model that ensures a closer relationship with clients based on trust, expertise and understanding. Innovation plays a central role in our strategy to ensure our agents are equipped with the best tools to compete in the modern world. Thanks to the combination of our competent, talented and passionate agents and these new tools, we are able to provide clients with advanced and tailored solutions to meet their daily needs at a time and with the means convenient to them."*

The insurance industry is undergoing a profound transformation driven by connectivity and digitalization. Traditional distribution plays an increasingly important role as it evolves into a new model whereby technology enables more efficient processes, solutions that are more tailored to clients and more satisfactory relationships between agents and customers. Generali Group is committed to fostering this transformation, relying on experienced agents who excel in building trust and providing unparalleled service.

THE GENERALI GROUP

Generali is an independent, Italian insurance and asset management group, with a strong international presence. Established in 1831, it is among the world's leading insurers and is present in 50 countries with total premium income exceeding € 68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group is a major player in Western Europe and has an increasingly significant presence in Central and Eastern Europe as well as in Asia.