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PRESS RELEASE

“Arte Generali”, the new insurance offer dedicated to art collectors

- Arte Generali is a suite of prevention, protection and insurance solutions for art collectors, integrated with unmatched services and cutting-edge technology
- Testimonial for the new venture’s launch campaign - conceived, designed and photographed by Oliviero Toscani - is world-renown artist Maurizio Cattelan
- Arte Generali aims to become a top-three player in its segment in the next five years
- Arte Generali is one of the important steps in the execution of Generali 2021

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Milan – Generali presented today Arte Generali, an innovative global business unit that positions itself as an insurance partner to art collectors. Arte Generali was first announced in occasion of the Group’s Investor Day in November 2018. Arte Generali offers innovative and personalized solutions that go beyond insurance coverage for art pieces, jewelry and other valuable belongings and include assistance in the form of, for example, restoration, transport and storage, as well as digital tools that make use of the latest technology.

The new global unit is headquartered in Munich, Germany, and reports to Giovanni Liverani, CEO of Generali Deutschland and global sponsor of Arte Generali. The central hub supports local underwriting and claims management teams empowered by unmatched services and cutting-edge technology.

Arte Generali is inspired by the Group’s aim to expand its value proposition to customers - as part of its “profitable growth” strategic pillar - by entering the art insurance segment. Generali expects that the global art value will increase by more than 20% from 2017 to 2022 and that the art insurance revenues world-wide will rise by 6% yearly on average over the same period to reach \$2.3 billion. Arte Generali aspires to become a top-three player in the global art insurance segment in five years.

Philippe Donnet, Generali Group CEO, said: *“I am very glad to announce the launch of Arte Generali, a milestone in the execution of Generali 2021. With Arte Generali, we start a new chapter in Generali’s history within the insurance industry. Furthermore, Arte Generali resonates strongly with Generali’s expertise, legacy and DNA as it can build on the Group’s leadership in terms of technical insurance performance and on its tradition as a patron to the arts and the culture.”*

Giovanni Liverani, CEO of Generali Deutschland and member of the Group Management Committee, said: *“Arte Generali will complement Generali’s offering across all geographies and provide innovative solutions and service to meet the highest expectations while tapping into a growing market. I am very glad for the support of two world-class artists like Oliviero Toscani and Maurizio Cattelan as testimonials of this venture.”*

Jean Gazançon has been appointed Arte Generali’s CEO. A graduate of Sciences Po, Jean brings extensive international experience developed in Europe, Japan and Latin America in the fields of art, art insurance and wealth management.



THE COLLABORATION WITH OLIVIERO TOSCANI AND MAURIZIO CATTELAN

Arte Generali's image was created and developed by the world-famous photographer Oliviero Toscani in collaboration with Maurizio Cattelan, one of the most popular and iconic contemporary artists worldwide.

Oliviero Toscani said: *"It was with great pleasure that I joined again the Generali Group and face this exciting challenge with Arte Generali's team of passionate and competent leaders, with whom I feel strongly in sync. Generali is one of the most trusted names in the insurance industry in Europe and across the world – a name that reminds me of Italy, tradition, history, culture and art. Arte Generali's image aims to reinforce these perceptions while leaving a meaningful memory in the viewers' eyes and brains."*

Maurizio Cattelan said: *"Arte Generali's brand campaign juxtaposes the risk run by art collectors of their art pieces being stolen with the metaphorical act of stealing that every artist commits. My whole career has been based on the non-existence of originality – in other words, the ability to invent by adding to something that has been invented already, or the ability to elicit unexpected emotions by triggering emotions that one felt already before."*

THE GENERALI GROUP

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

ABOUT ARTE GENERALI

Arte Generali aims to become a life-time partner to art collectors globally, offering unmatched innovative, personalized solutions and services. Arte Generali insures art pieces, jewelry and other valuable belongings and provides assistance services including restoration, transport and storage. In addition, Arte Generali offers innovative digital tools allowing customers, among other benefits, to get online evaluations and to place their art pieces in a virtual private gallery while ensuring maximum Blockchain-proved digital protection. Arte Generali's offer will be available to individuals in Germany by the end of 2019 and soon it will extend to corporate customers and cultural institutions as well as to additional markets including France, Italy, Austria, Switzerland, Spain, United Arab Emirates and Hong Kong.

Arte Generali leverages the Generali Group's undisputed leadership in terms of technical insurance performance as well as its unique art and cultural heritage, developed since its foundation in 1831. Today, such heritage is displayed in Group's initiatives such as "Valore Cultura" in Italy, the "Radici del Presente" permanent exhibition in the company's offices in Rome and Generali Deutschland's support to some of the most successful art exhibitions in Germany. The numerous historical, iconic properties that constitute part of Generali's global real estate portfolio, such as the Procuratie Vecchie in Saint Mark's square in Venice, currently under renovation, form part of such heritage as well.