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PRESS RELEASE

Generali signs global deal to target high-growth markets through the mobile channel

- Generali to embed its native insurance apps in the new Obi mobile phones
- Designed in Silicon Valley, Obi targets high growth markets with state-of-the-art devices at relevant price points

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San Francisco – The Generali Group and Obi Worldphones™ announce today a pioneering exclusive deal through which Generali expects to leverage the mobile channel in as many as 20 high-growth markets by 2017. Generali's apps will be embedded in Obi's Worldphones – to be unveiled today in San Francisco – with the aim to reach a prospective customer base of more than 10 million people.

Giovanni Giuliani, Group Strategy and Business Development Director of the Generali Group, commented: *"This breakthrough deal with Obi Worldphones will allow Generali to deliver useful, relevant services to a highly attractive customer base right through their favorite tool – the smartphone. Generali will be present on the home screen of Obi's phones as an embedded app and this will enable a new way of engaging clients. We are extremely pleased to work with Obi, a cutting-edge technology start-up with proven track record that stands out for its high quality design and impressive distribution capabilities."*

Obi is a start-up company co-founded by John Sculley, former CEO of Apple. Its objective is to serve the fast growing and dynamic mobile phones sector across multiple countries by targeting the youth with state-of-the-art devices at attractive prices.

Based on an Android operating system, Obi Worldphones are designed by Ammunition, a San Francisco-based design studio that ranked first on the Fast Company's 2015 list of the world's top 10 most innovative companies in design. Obi's far-reaching distribution network in its target markets is ensured by its partnership with Inflexionpoint, a leading company focusing on IT supply chains across the world.

Under the terms of the deal, Generali and Obi will jointly develop a mobile insurance platform based on native applications included in the standard set-up of the mobile devices in order to engage customers through the addition of relevant services right from the home screen of Obi Worldphones. The applications will be developed on a country-specific basis and offered to clients in the markets where Generali's and Obi's operations overlap, starting with Turkey, India, Indonesia, Vietnam, Philippines and United Arab Emirates in 2015 with the plan to reach 20 countries by 2017.

GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2014 total premium income exceeding €70 billion. With 78,000 employees worldwide serving 72 million insured persons in more than 60 countries, the Group occupies a leadership position on West European markets and an increasingly important place on markets in Central Eastern Europe and Asia. Generali ranked among the world's 50 smartest companies in 2015 according to the MIT Technology Review. Generali is the only insurer to be listed.