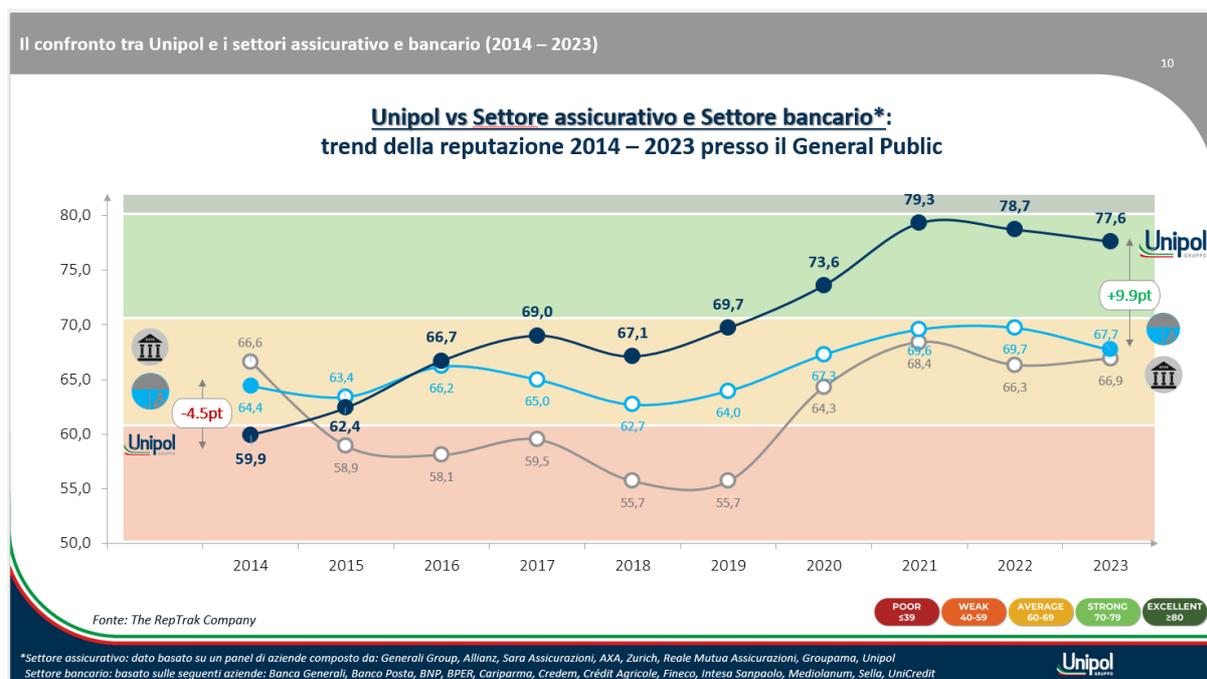


UNIPOL TOP COMPANY IN THE INSURANCE AND BANKING SECTORS FOR REPUTATION ACCORDING TO THE SECTOR-SPECIFIC MODEL BUILT BY THE REPTRAK COMPANY

Ten years after measurements started, the Group has recorded the largest positive increase, i.e. +9.9 points compared to the insurance sector's reputation index average and +10.7 points compared to the banking sector's average.

Bologna, 11 April 2024

The Unipol Group is the top company in the insurance and banking sectors in terms of reputation according to the sector-specific model built by The RepTrak Company, an international company specializing in measuring the reputation of seven thousand companies internationally in approximately forty markets every year.



Comparison between Unipol and the insurance and banking sectors (2014 – 2023)

Unipol v. insurance sector and banking sector*:

Reputation trend with the general public 2014 – 2023

Source: The RepTrak Company

*Insurance sector: figure based on a panel of companies including Generali Group, Allianz, Sara Assicurazioni, AXA, Zurich, Reale Mutua Assicurazioni, Groupama, Unipol

Banking sector: based on the following companies: Banca Generali, Banco Posta, BPN, BPER, Cariparma, Credem, Crédit Agricole, Fineco, Intesa Sanpaolo, Mediolanum, Sella, UniCredit

Ten years after the launch of the Reputation Management program - involving the continuous measurement of corporate reputation on a monthly basis among a representative sample of the Italian population and annually among six other key stakeholders - the Group, even in a year of general reputation decline in all business sectors, has been confirmed as the leader with a positive increase of +9.9 points compared to the insurance sector's reputation index average and +10.7 points compared to the banking sector's average. A positive gap compared to the constantly growing insurance sector, which went from +5.7 points in 2019 to +9.9 in 2023, for a reputation index performance of 77.6 points on a scale from 0 to 100, placing Unipol in the "strong" reputation bracket (70-79).

The company's noteworthy actions in this first decade included: the addition of Reputation as an objective and as an asset in the 2022-2024 Strategic Plan Opening New Ways; the inclusion of reputation as a metric for the MBO system of the Group's managers; the approval of the integrated reputation governance model and the creation of corporate bodies for proactive reputation management; the creation of the reputation KPI dashboard to compare perceptions against company events.

Unipol's reputation profile is mainly associated with the Italian population's good perceptions linked to **product innovation, social impact** and **future vision**: the Group's products are considered innovative and accessible thanks to the integration of insurance solutions with products and services developed with other partners. The Group has proven capable of developing products that are increasingly relevant to society and concretely capable of improving people's lives. The Group's capital soundness and strong growth prospects are equally important aspects that have caused Unipol to be increasingly perceived in the minds of the Italians as a cutting-edge partner that strives for maintaining its leadership.

The Group considers reputation a management lever capable of activating cultural change in order to promote the creation of value. It has adopted an **integrated approach** that keeps reputation building and protection activities continuously aligned.

Unipol's reputation management model is characterized by:

- **breadth of analysis** (there are seven groups of stakeholders whose perceptions and expectations are regularly surveyed: public opinion, employees, customers, agents, financial community, journalists, and institutions);
- **internal/external perspective**, which enables the comparison of internal (senior management and employees) and external (other target groups) perceptions and expectations;

- **strategic alignment**, according to which the various company units are called upon to contribute to the achievement of the Group's reputation objectives (creation and protection) based on a work dashboard and shared actions.

Unipol Gruppo

Unipol is one of the biggest insurance groups in Europe and the leading company in Italy in the non-life insurance sector, (especially in the MV and health businesses), with total premiums of €15.1bn, of which €8.7bn in non-life and €6.4bn in life (2023 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance products, operating primarily through the subsidiary UnipolSai Assicurazioni. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions and covers the bancassurance channel (Arca Vita and Arca Assicurazioni). It also manages significant diversified assets in the property, hotel (Gruppo UNA), medical-healthcare (Centro Medico Santagostino) and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

Unipol Gruppo

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