

UNIPOL IS THE NEW TITLE SPONSOR OF THE FORUM DI MILANO THE ICONIC ARENA WILL BE RENAMED UNIPOL FORUM



The long-term agreement with Forumnet will last from May 2024 to December 2026, with the option to extend the contract for another year until the end of 2027.

Milan, 7 May 2024

Unipol has put the important partnership with Forumnet (owner and manager of the arena) on an official footing as it acquires the naming rights of the Forum di Milano as its title sponsor.

The iconic Milan arena will be called Unipol Forum in accordance with a long-term agreement lasting from May 2024 to December 2026, with the option to extend the contract for another year until the end of 2027.

This title sponsorship with one of the most significant music and sporting entertainment venues in Italy - and part of the prestigious EAA European Arenas Association - will help Unipol to consolidate both its brand position and active presence in Milan, and complement its long-term sponsorship of the Unipol Arena in Casalecchio di Reno - Bologna.

Once it takes over the image and hospitality rights provided for under the agreement, the Unipol Forum brand will be applied progressively to all the inside and outside spaces of the Arena in May and June.

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 following sectors: property, hotel (Gruppo UNA), medical-healthcare (Centro Medico Santagostino) and agricultural (Tenute del Cerro). Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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