

UNICA UNIPOL POLICY LAUNCHED, A NEW WAY TO DO INSURANCE

Carlo Ancelotti will be the ambassador of a multimedia advertising campaign launching an innovative product that employs a single contract to insure the several risks faced by households with the option to purchase and manage the policy through an agency or online.

Bologna, 12 September 2025

Unipol Assicurazioni launches Unica Unipol, a new insurance product that marks a turning point in the industry: a modular, omnichannel model that can provide made-to-measure protection for an entire household with a single contract. Unica represents the heart of the “Faster Integrated Offer Model” of the Stronger/Faster/Better Strategic Plan, as it is one of the most significant innovations introduced by the Unipol Group in recent years.

Enrico San Pietro, Unipol Group Insurance General Manager said *“Unica revolutionises the Italian insurance market. It provides a product that allows all people, vehicles, assets and pets belonging to a household to be covered with a single contract, providing a truly innovative customer experience that combines the comfort of digital channels with the professional consultation services of our agencies”*.

One contract, much coverage - the meaning of Unica Unipol

The name *Unica Unipol* was chosen from the desire to unite tradition with innovation. The name *Unipol* originates from the concept of “*unique (single) policy*” which is fully embodied in the idea of the single UNICA contract, easy to manage and incorporating highly flexible coverage. Customers can protect all members of their families as they wish, choosing from a broad range of solutions for themselves and their wider family circles: Vehicles, House, Family, Health, Mobility, Travel, Accidents and Pets. Unica also introduces a new payment model so that the coverage can be paid for in monthly instalments to facilitate management of the policy and make the experience smoother and more accessible.

A new distribution model: central, omnichannel role of agencies

Unica Unipol is not just a new product, but a new way to relate to customers. The project adds value to the professional competence of the Unipol agency network which is as important to the distribution process as it has always been, made more efficient by incorporating the digital channels. San Pietro added *“customers can create a ‘unique’ solution on the basis of their household requirements, availing of both digital channels and the professional skills of our agents; customers who take out the contracts through digital channels will even have their preferred Unipol agency immediately available for any requirements”*.

An exceptional spokesperson: Carlo Ancelotti is the face of the Unica Unipol advertising campaign

Carlo Ancelotti was chosen as the face of the multimedia advertising campaign to launch Unica Unipol. He is one of the most successful football trainers of all time, in both Italy and abroad, and a symbol of authority, innovation, experience and managerial capacity. These characteristics give the ability to choose the best team for every challenge on the field, thus making Ancelotti the perfect spokesperson for Unica Unipol: an innovative product where customers can provide insurance protection for their households, using one policy to take out and manage all the coverage they need. The company yet again consolidates its position as a brand leader that can meet customer needs through increasingly innovative insurance products with Unica Unipol and the advertising campaign. The campaign will be launched on the Unipol digital channels on 12 September and will run from 14 September to December on the main advertising networks. The campaign was created by creative agency BAM, produced by BRW Filmland and directed by Sebastien Grousset using innovative shooting and post-production techniques. FM Photographers shooting.

Unipol Group

The Unipol Group is one of the leading insurance groups in Europe as well as being leader in Italy in the non-life insurance business (especially MV and health), with total premiums of €15.6bn that include €9.2bn in non-life income and €6.4bn in life income (2024 figures). Its approach is to offer an integrated range of insurance products and services mainly through the parent company Unipol Assicurazioni, UniSalute (the leading health insurer in Italy), Linear (direct MV insurance), Arca Vita and Arca Assicurazioni (life and non-life bancassurance through the branches of BPER, Banca Popolare di Sondrio and other banks), SIAT (transport insurance) and DDOR (insurance company operating in Serbia). It also operates in the real estate, hotel (UNA Italian Hospitality), medical-healthcare (Santagostino) and viticultural (Tenute del Cerro) sectors. The ordinary shares of Unipol Assicurazioni S.p.A. have been listed on the Italian Stock Exchange since 1990, and are also on the FTSE MIB® and MIB® ESG indexes.

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