

*Milan, 28 November 2016*

## THE UNIPOL GROUP'S NEW DIGITAL MAGAZINE 'CHANGES' IS BORN

Today in Milan, Unipol presented Changes ([changes.unipol.it](http://changes.unipol.it)), the new digital magazine of the Group created to discuss matters related to the changes in our society, seeking to interpret the future while remaining close to our present.

The objective of Changes is to become a reference point for the media community and for public opinion in general: a place for finding qualified opinions on how the world and our lives are changing.

The magazine is divided into six main categories (Technology, Society 3.0, Sharing, Environment, Well Being, Close to You), which take into account the many daily questions on the economy, climate, health, nutrition, and factors that impact the insurance business, focusing on the issues emerging from the Group's Reputational & Emerging Risk Observatory and keeping in mind the areas in which Unipol demonstrates its closeness to the community and customers.

Changes is the heart of an editorial system that will further enrich the Unipol Group's digital ecosystem, fully designed – as shown by its social channels and the new corporate site launched in October – with a view to reciprocal and continuous corporate communication, drawing on the pillars of the Group's three-year strategic plan: simplicity, proactivity, speed and innovation.

The magazine reflects the identity profile of Unipol, which is based on closeness to the needs of people, accompanying them in their choices and offering them expertise, resources and tools to interpret the social and economic changes of the future.

Changes will publish contributions by respected names from the worlds of economics, academia, culture and society, using eye-catching graphics, photo galleries, infographics and videos, giving space to visual storytelling with original Unipol formats.

The stories already online include insights by Alberto Broggi on self-driving vehicles and Carlo Ratti on the impact of big data in the cities of the future, analyses by consulting firms on the evolution of the MV black box market, without forgetting pieces on changes in consumption and how architecture can improve quality of life.

Unipol presented Changes at the Bou-Tek space in the presence of Carlo Ratti, architect, engineer and professor at the Massachusetts Institute of Technology in Boston, where he directs the MIT Senseable City Lab, Alessio Jacona, journalist specialised in new media and Fernando Vacarini, Changes Editor.

*"Taking advantage of the extraordinary opportunities of the digital world and the viral spread of content through social networks, with Changes we want to broaden Unipol Group communications to a more general and varied public, not necessarily specialised, providing an innovative and comprehensive first person account of the Unipol Group's world of reference and the socio-economic challenges that will impact not only the insurance business, but also the lives of each of us,"* said Changes Editor, Fernando Vacarini.

Guided by the Corporate Communication and Media Relations Department of the Unipol Group, the project was realised with the support of the Information Systems Department and Lob Pr + Content, the Corporate Communication and Content Marketing agency that designed the digital magazine and curates the production of its content.

## The Unipol Group's Digital Ecosystem

**Corporate site**  
[www.unipol.it](http://www.unipol.it)

**Social Network**

- Twitter  
[twitter.com/UnipolGroup\\_PR](https://twitter.com/UnipolGroup_PR)  
[twitter.com/UnipolSai\\_CRP](https://twitter.com/UnipolSai_CRP)
- LinkedIn  
[www.linkedin.com/company/unipol-gruppo](https://www.linkedin.com/company/unipol-gruppo)
- YouTube  
[https://www.youtube.com/channel/UCjaWCr571E\\_bcQRorQI41TA](https://www.youtube.com/channel/UCjaWCr571E_bcQRorQI41TA)

**Magazine online**  
[changes.unipol.it](http://changes.unipol.it)

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### Unipol Gruppo Finanziario S.p.A.

Unipol is one of the leading insurance groups in Europe with a total income amounting to approximately €16.5bn, of which €7.9bn in Non-Life Business and €8.6bn in Life Business (2015 figures). Unipol adopts an integrated offer strategy and covers a complete range of insurance and financial products, operating primarily through its subsidiary UnipolSai Assicurazioni S.p.A., founded at the beginning of 2014, Italian leader in Non-Life Business, in particular in MV TPL insurance.

The Group is also active in direct vehicle insurance (Linear Assicurazioni), health protection (UniSalute), supplementary pensions and has a strong presence in the bancassurance channel (Arca Vita Group and Popolare Vita Group).

Finally, Unipol operates in the banking business through the network of Unipol Banca branches and manages significant diversified businesses in the real estate, hotel (Atahotels) and agricultural (Tenute del Cerro) sectors.

Unipol Gruppo Finanziario S.p.A. is listed on the Italian Stock Exchange.