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UNIPOL IS THE ITALIAN COMPANY WITH THE BEST REPUTATION IN THE FINANCIAL SECTOR IN THE 2017 REPUTATION INSTITUTE'S RANKING

Unipol has gained nearly 10 reputation points since 2014. The Group's reputation has grown more than the industry average.

Unipol is the Italian company with the best reputation in the financial sector (banking & insurance) with a score of 69/100 points according to the 2017 Italy RepTrak® ranking (an index of the most reputable companies among the public) released today by the Reputation Institute.

This is a major achievement in the sector, considering the recent crisis in the banking industry. On the other hand, the perception of the insurance sector saw, over the last 5 years, the average reputation going up from 63.1 points (2011) to 65.0 points (2017).

The Unipol Group managed to gain over 10 reputation points in three years (from 59.9 in 2014 to 69.0 in 2017), with an above-average growth in the sector that allowed its ascent to the top of the insurance ranking.

Unipol is pursuing the path it undertook in 2014 when, following the merger with Fondiaria-Sai, it became one of the main players in the Italian insurance and financial sector. In the eyes of Italians, this operation improved the solidity and growth prospects of the Group.

Unipol considers reputation a management lever capable of activating cultural change that can promote the creation of value, and adopts an **integrated approach** that constantly aligns activities for the creation and protection of reputation.

The reputation management operational model at Unipol is also characterized by a **broad analysis** (the perceptions and expectations of seven groups of stakeholders are collected on a regular basis: public opinion, employees, customers, agents, the financial community, journalists and institutions), **internal and external perspectives** that allow the comparison of both internal (top management and employees) and external (other public) opinions, and finally **strategic alignment** that calls the various business functions to contribute to the realization of reputation objectives (creation and protection) through a working panel and shared actions.

Last October, Unipol participated in the "Global Reputation Leaders Network Summit" held in Boston, a major and renowned international event, where the most important international companies meet to share reputation management strategies and best practices.

Unipol was considered a "best case" because it was able to understand, better and before others, the importance of positioning reputation as a corporate asset to be valued (through communication), protected (through risk management), and correlated with business metrics as part of the business planning process. In terms of reporting, the main reputational KPIs were included in the accounts of the Unipol Group starting 2016, prepared according to the IIRC¹ standards to offer a complete overview of financial information and environmental, social and governance performance.

¹ The International Integrated Reporting Council (IIRC) is a global coalition of regulators, investors, companies, standard setters, the accounting profession and NGOs.

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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 €14.8bn, of which €7.8bn in Non-Life Business and €7bn in Life Business (2016 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.