

UNIPOL IS FIRST IN ITALY IN TERMS OF REPUTATION:
IT HAS BEEN THE LEADER IN THE INSURANCE AND BANKING
BUSINESS FOR FOUR YEARS

Unipol scored 73 points in the 2020 Italy RepTrak® classification, increasing its lead over the average scores of companies in the insurance, banking and financial sectors.

Bologna, 25 June 2020

For the fourth year running, the Unipol Group confirmed its first-place position for reputation in the insurance and banking sectors on the basis of the 2020 classification. The ranking is the result of measuring the perceptions of multiple stakeholders of the reputation of about 400 companies operating in Italy.

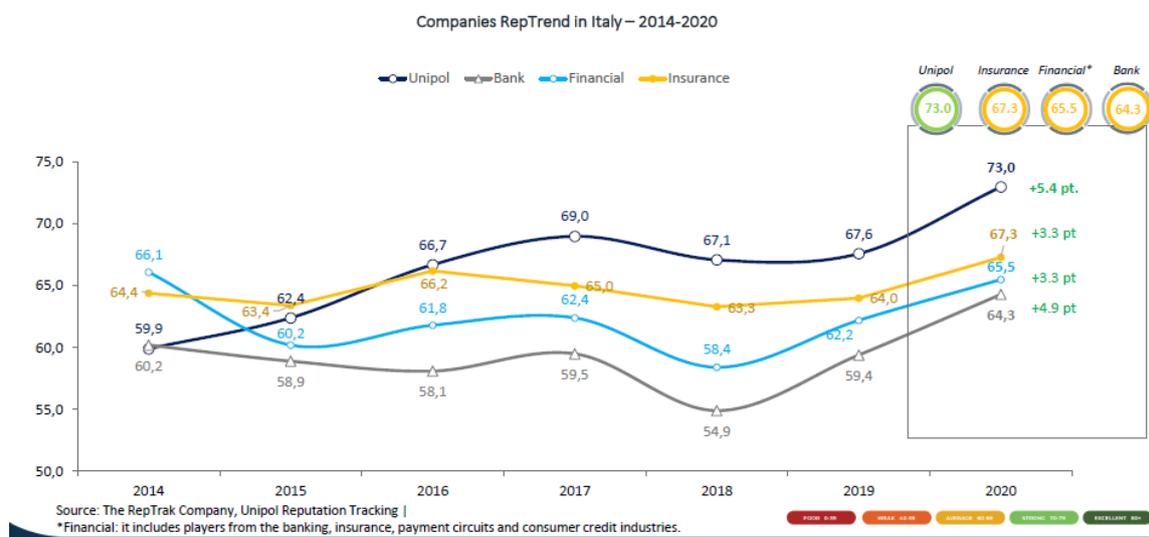
The classification was issued today by The RepTrak Company, a global leader in measuring and managing corporate reputations.

Unipol consolidated its leadership status and entered the “strong” reputation category (where companies must score over 70 points) with a score of 73.0 (67.6 in 2019), increasing its lead by almost 6 points from the average score of companies in the insurance business in Italy (+3.6 points in 2019) and by 7.5 points from companies in the financial sector (+5.4 points in 2019).

Unipol’s reputation is mainly based on the excellent perception of its products/services, performance and innovation by the general public:

- its **products** are considered to be reliable;
- its **claims management** service is prompt;
- its **customer assistance** is at a high professional level;
- Its **financial strength** and strong prospects for growth are also significant since they provide a guarantee for the future;
- it **stands out** for its attention to **research and technological development** thanks to its consolidated know-how in the area of data transmission as applied to the insurance business.

Italians view the Unipol Group as an increasingly reliable partner and reference point for the development of the major issues on the country’s agenda.



Unipol considers reputation to be a tool that can be used to maximum advantage to help push cultural change and promote the creation of value, and takes an **integrated approach** that keeps the construction and protection of its reputation constantly aligned.

The reputation management model in Unipol is also characterised by the **extent of the analyses** carried out (there are seven stakeholder groups from whom perceptions and expectations are periodically gathered: public opinion, employees, customers, agents, the financial community, journalists and institutions), the **internal/external outlook** that allows perceptions and expectations to be examined, both internally (top management and employees) and externally (the rest of the public), and finally the **strategic alignment** with which the various company departments are asked to contribute towards achieving reputational goals (creation and protection) starting from a panel of shared work and actions. Its experience in reputation management also forms the basis for insurance policies that can respond to developments in the socioeconomic environment where reputational risk has one of the highest perception rates. Coverage helps indemnify insured companies against economic harm originating from negative media events, including brand impairment.

Unipol Gruppo S.p.A.

Unipol is one of the main 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 approximately €14.0bn, of which €8.2bn in Non-Life and €5.8bn in Life (2019 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute), supplementary pensions and also covers the bancassurance channel (Arca Vita, Arca Assicurazioni and Incontra). It also manages significant diversified assets in the debt collection (UnipolReC), real estate, hotel (Gruppo UNA), medical-healthcare and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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