

COMUNICATO STAMPA CONGIUNTO

Bologna 9 August 2014

UNIPOLSAI ASSICURAZIONI ITALIAN ATHLETICS MAIN SPONSOR AND JERSEY SPONSOR FOR THREE SEASONS

UnipolSai Assicurazioni and the Italian Athletics Federation (FIDAL) hereby announce an important sponsorship agreement, which will become effective starting from the upcoming Zurich European Championships. The multi-business insurance company of the Unipol Group, thanks to the agreement with FIDAL, takes the title of “Main Sponsor and Italian Jersey Sponsor”: the UnipolSai Assicurazioni logo will accompany the national athletics teams from the European event next week until the end of 2016.

“Supporting Italian athletics and being “on the track” with the national Italian teams - underlines **Gianmaria Restelli**, Head of Events, Sponsorship and Digital Identity for the Unipol Group - represents an opportunity for UnipolSai to give further concreteness to its vision of real support and contact with Italian sport. An important partnership able to effectively communicate the new UnipolSai brand in a year that has seen it emerge as a new key player on the Italian insurance market.”

“The signing of the agreement with UnipolSai Assicurazioni - stated FIDAL Chairman, **Alfio Giorni** - fills us with satisfaction. The fact that such a prestigious company on the Italian insurance scene has chosen to support our movement is a sign the values shared by Italian athletics are met by the adhesion and support of increasing groups of the population. And, I might add, the concrete endorsement of one of the top players in the economic arena”.

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UnipolSai Assicurazioni S.p.A.

Operational since 6 January 2014, UnipolSai Assicurazioni S.p.A. is the multi-business insurance company of the Unipol Group that was established as a result of the merger by incorporation of the historic companies Unipol Assicurazioni and Milano Assicurazioni, and as well as Premafin, holding company of the former Fondiaria-SAI Group, into Fondiaria-SAI.

UnipolSai Assicurazioni is controlled by Unipol Gruppo Finanziario S.p.A. and like the latter, it is listed on the Italian Stock Exchange, being one of the most highly capitalized securities. Italian leader in Non-Life business, particularly in vehicle liability insurance, and holding a position of absolute prominence in Life business, UnipolSai recorded direct insurance income equal to €15.4bn in 2013.

FIDAL

The Italian Athletics Federation is the reference organization for athletics throughout Italy. The various roles covered by FIDAL include the formation of the national Italian teams that compete internationally at every level (for the Olympic Games, in collaboration with CONI), and the organization of the national championships, individual and club, for all associated categories. FIDAL is a member of both international athletics organisms (IAAF, the International Association of Athletics Federations, and EAA, the European Athletic Association), and CONI (Italian National Olympic Committee), the Confederation of Italian National Sports Federations. FIDAL has approximately 2500 affiliated clubs throughout the country, which count more than 180,000 registered athletes of all ages.