

FROM 19 APRIL “SPORT HEROES UNIPOLSAI” ON DAZN

5 EPISODES THAT DESCRIBE THE LIVES OF 5 ATHLETES
WHO EPITOMISE THE EXCELLENCE OF ITALIAN SPORT
AND ITS MOST PROFOUND VALUES.

FOR THE FIRST TIME, A VIDEO SERIES MADE DIRECTLY BY UNIPOLSAI, A LEADING ITALIAN
INSURANCE COMPANY, WILL BE DISTRIBUTED
BY A LEADING OTT BROADCASTER IN SPORTS ENTERTAINMENT.

Bologna, 17 April 2024

From 19 April, “Sport Heroes UnipolSai” will feature on the DAZN App, available also in free to watch mode; the original UnipolSai Assicurazioni video series describes the lives of 5 athletes who epitomise the excellence of Italian sport and its most profound values: Gregorio Paltrinieri (swimming), Simone Giannelli (volleyball), Carlotta Gilli (paralympic swimming), Laura Rogora (rock climbing) and Mattia Furlani (long jump). 5 stories, 5 champions who form part of the important sports and communication project created by UnipolSai with the high production quality of the corporate social and web content of Unipol.

This is the first time a video series made directly by UnipolSai, a leading insurance company in Italy, – a series produced within the scope of BLU - Broadcast Lab Unipol in association with Plug&Play - is being distributed by a leading sports entertainment OTT broadcaster like DAZN, to help expand the scope and visibility of sports and personal stories of Italian champions to an increasingly youthful, broad public of sports enthusiasts. The synergy between UnipolSai and DAZN was established on the basis of a shared vision: considering sport and the big stories of athletes as a strong driver of values to inspire and motivate people using the direct, contemporary language that characterises both companies.

Five episodes have been developed, and each week Sport Heroes UnipolSai will tell the stories of five special people, heroes who have obtained great sporting success, but at the same time young people dealing with day-to-day issues who tell us of their dreams, passions, sacrifices and relationships. A journey where great sporting performances as well as simple daily considerations express a heroism that can open new avenues for both themselves and others. The first episode available on the App from 19 April next, will feature swimming champion Gregorio Paltrinieri.

The series “Sport Heroes UnipolSai” will be sponsored on the DAZN platform, also available in free to watch mode, through a dedicated space and will be extended to the DAZN social channels for even broader coverage.

UnipolSai Assicurazioni

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in the Non-Life Business, in particular in the MV and Health businesses. Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with direct income amounting to €15.1bn, of which €8.7bn in Non-Life Business and €6.4bn in Life Business (2023 figures). The company has the largest agency network in Italy, with more than 2,300 insurance agencies spread across the country. UnipolSai is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions and covers the bancassurance channel (Arca Vita and Arca Assicurazioni). It also manages significant diversified assets in the property, hotel (Gruppo UNA), medical-healthcare (Centro Medico Santagostino) and agricultural (Tenute del Cerro) sectors. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo S.p.A. and is also listed on the Italian Stock Exchange

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