

Milan, 24 October 2016

THE NEW CORPORATE SITE OF UNIPOL GROUP NOW ONLINE

Simple, fast and innovative with a clear and immediate digital identity

unipol.it is ever closer to the stakeholders of the Group

Online today the new unipol.it: the corporate site of the Unipol Group designed to represent and share its commitment and closeness to stakeholders as an expression of Unipol's identity and leadership. The new site is at the centre of the new integrated communication strategy of the Group, confirming that the pervasiveness of the digital world is now evident in the daily lives of each of us, bringing with it new needs, new rhythms of life and new expectations.

This important development intends to consolidate the reputation of the brand by relying on simplicity, speed, empowering people and innovation, the 4 key drivers of "UnipolToBe", the three-year 2016-2018 strategic plan of the group.

The site also makes it possible to share the distinctive values and features of Unipol - including responsibility, transparency and a focus on the future and the younger generations - with all its stakeholders so as build on these relationships and direct efforts towards goals common to customers, shareholders, investors and agents.

The new corporate site of Unipol Gruppo Finanziario stands out in the digital landscape as the main channel giving suitable space to the many activities of the Group and its people. This integral view of the various governance and business areas, together with the sustainability plan and related environmental, social and economic initiatives, characterises all content architecture.

The clean look and strongly personalised visual elements created especially for Unipol's new digital identity make navigation intuitive and effective, accompanied by advanced search functions. Formats, initiatives and communication styles that focus on people, with a clear and authoritative tone, provide access to a rich multimedia archive with constantly updated photo and video galleries.

The technical solutions adopted are also a key factor: as well as having an adaptable multi-device structure, the site also incorporates the social media channels of the Group on Twitter, YouTube and LinkedIn, thus creating reciprocal and continuous interaction throughout digital corporate communication.

Guided by the Digital Team of the External Communication and Corporate Image Department, the project was realised with the support of the Information Systems Department and was created by Message under the coordination of Alberto Zambolin in partnership with Information Services Professional Solutions Italy of the London Stock Exchange Group, specialised in digital corporate communication. The presentation video was directed by Luca Olivieri.

Contacts

Unipol Group Press Office
Fernando Vacarini
Tel. +39/051/5077705
pressoffice@unipol.it

Barabino & Partners
Massimiliano Parboni
m.parboni@barabino.it
Tel. +39/335/8304078
Giovanni Vantaggi
g.vantaggi@barabino.it
Tel. +39/328/8317379

Unipol Group Investor Relations
Adriano Donati
Tel. +39/051/5077933
investor.relations@unipol.it

Follow us on  <https://www.linkedin.com/company/unipol-gruppo>  https://twitter.com/UnipolGroup_PR

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.