

*Milan, 7 December 2015*

**CLOSE TO PEOPLE. CLOSE TO THE JUBILEE.  
UNIPOLSAI ASSICURAZIONI,  
MAIN SUPPORTER OF THE JUBILEE,  
LAUNCHES THE ADVERTISING CAMPAIGN  
DEDICATED TO THIS EXTRAORDINARY EVENT**

UnipolSai Assicurazioni is the main supporter of the Jubilee of Mercy, a commitment that above all is embodied in concrete support to some projects, wanted by Pope Francis, in favor of women and men living in difficult socio-economic conditions in developing Countries.

To further communicate its closeness to this great event, UnipolSai wants to welcome all the people who will experience it in this extraordinary year with a corporate campaign specifically dedicated to the Jubilee.

The heart of this communication will be a 30" welcoming video, which will be broadcast on major TV stations during the year and, starting December 8, will be featured on the YouTube channel | Unipol Group Corporate Channel.

The faces of a group of children, and their joyful and particular interpretation of a universal piece such as "Somewhere Over the Rainbow", will intermingle with faces of people in St. Peter's Square as an invitation to open up to something higher, with a positive attitude in the search for unity and sharing that unites us and nourishes the hopes of each of us.

A welcome that, through the warmth and simplicity of the little ones, metaphorically conveys an embrace that the Church of Pope Francis addresses to the whole world in this extraordinary year.

The campaign, created by the advertising agency Leo Burnett communication, partner in several successful UnipolSai campaigns, includes the 30" welcoming video directed by Davide Agosta (D.E.A. Production) with the participation of the choir *Piccoli Cantori* of Milan conducted by Laura Marcora, with the musical arrangement of Ferdinando Arnò.

The communication also includes a version on maxi-posters in passageways in Rome with a strong visual impact, print ads in national newspapers and radio actions. The guiding idea will be a strong reference to the concept of closeness, materializing in an extraordinary event: UnipolSai Assicurazioni. Close to people. Close to the Jubilee.

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**UnipolSai Assicurazioni S.p.A.**

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance. 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 a direct income amounting to approximately €16 bn, of which €8.4bn in Non-Life Business and €7.6bn in Life Business (2014 figures). The company currently operates through 5 divisions (Unipol, La Fondiaria, Sai, Nuova MAA and La Previdente) and has the largest agency network in Italy, with more than 3,000 agencies and 6,000 sub-agencies spread across the country. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo Finanziario S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.