

PRESS RELEASE

Andrea Pezzi new General Manager of UniSalute Lorenzo Bifone elected Chairman

Andrea Pezzi is the new General Manager of Unisalute S.p.A., the company belonging to Unipol Gruppo Finanziario that specialises in health services. He was appointed by the Board of Directors at their meeting held yesterday, 16 April, in Bologna. The Board also elected Lorenzo Bifone, who had been General Manager since 1995, as Company Chairman, a choice that will ensure continuity of direction and at the same time introduce new initiatives by bringing in additional professional expertise.

Andrea Pezzi joins us from Direct Line Insurance S.p.A. where he was General Manager.

UniSalute will be able to use his experience to tackle a market that is increasingly diversified and highly competitive, joining the UGF Group in its commitment to target a segment with a high economic and social value, such as supplementary health benefits and health policies. The new General Manager is responsible for putting Group strategies into practice, developing relations and implementing all the organisational and commercial initiatives that can enable the Company to achieve its ambitious objectives for growth.

Andrea Pezzi was born in Cesena on 13 April 1965, obtained a degree in Mathematical, Physical and Natural Sciences from the University of Bologna and has twenty years of experience in financial services and insurance. He began his career as Consultant and Senior Executive with Andersen Consulting (now called Accenture), in 1999 he joined Allstate Insurance and then in 2001 went to Direct Line Insurance as Commercial and Strategy Manager and a member of its Board of Directors. In 2003 he joined Direct Line Group Ltd, the leading car insurer in the UK, and in 2005 he became General Manager of Direct Line Italia.

The new Chairman of UniSalute, Lorenzo Bifone, was born in 1948. After obtaining a degree in Engineering he studied Business Management at CUOA Business School, then worked in marketing for a large retailer. In 1984 he joined the Unipol Group's marketing team where he built up his knowledge of insurance. In 1990 he became the Group's Strategic Marketing Manager and drew up feasibility studies for a number of new projects, including the one that led to the founding of UniSalute. In 1995 he became the Company's General Manager.

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