



FUTURSHOW STATION BECOMES THE "UNIPOL ARENA" WITH EFFECT FROM 1 OCTOBER

BOLOGNA, 8 September 2011- **Unipol** will be the main sponsor of the Bologna Futurshow Station, the largest and most modern complex in Italy with spaces for sports, cultural, business and entertainment events: a very large 70,000 m² complex, capable of accommodating up to 15,000 people. With effect from 1 October it will take the name of the "**Unipol Arena**".

Unique not only in Italy, but also in Europe, the facility is presented as a real and true Theatre of Communication with concerts by international music and theatre stars, sports events and art exhibitions and also company conventions, conferences, training courses and competitions.

The choice of entering into this partnership comes in the wake of the enhancement of the Unipol brand started last Spring with the return to the Group's historic brand. The facility will accommodate a platform for people with a wide variety of interests, thanks to the flexibility of the contents and additional services on offer. Unipol has the same philosophy and, with just as much flexibility, offers its traditional market – represented by Italians and Italian small- and medium-sized enterprises – solutions and services consistent with the social and economic developments in the country.

Unipol intends to increase the value of the assets and resources of the territory through this partnership, encouraging growth in economic and cultural terms, thereby contributing towards projecting the cultural and sporting context in Bologna onto the national and international scene.

THE UNIPOL GROUP IN SUMMARY

Unipol Gruppo Finanziario S.p.A. is the holding company for shareholdings and services listed on the Stock Exchange under the Unipol Group. Established in the 1960s with the Compagnia Assicuratrice Unipol, the

Unipol Gruppo Finanziario S.p.A.

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Group has gradually grown during fifty years of operations through a process of diversification and expansion, through incorporating some companies specialised by channel/product and the acquisition of other companies in the insurance and banking sectors on the Italian market.

The Unipol Group is the fourth-largest insurance group on the Italian market, with insurance premium income in 2010 of €9bn. It is adopting an integrated strategy with regard to the products on offer, covering the whole range of insurance and banking products and is particularly active in the pension provision and health sectors, aimed at retail and small- and medium-sized enterprise customers. For insurance services, it operates through the companies Unipol Assicurazioni, Linear Assicurazioni, Linear Life and UniSalute; in bancassurance it operates directly with the branches of Unipol Banca, and through the Arca Group; for banking services, it operates through the Unipol Banca Banking Group. It makes use of the contribution of approximately 7,500 employees and serves some 6 million customers through a network consisting of more than 2,100 agencies, with more than 4,500 sales outlets, 303 branches of Unipol Banca.

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