

FLORENCE, 30 April 2015

UNIPOL GROUP THE MAIN SPONSOR OF MAGNIFICENT, A COMMEMORATION OF THE MAIN WORKS OF RENAISSANCE FLORENCE

The Unipol Group, in the context of its Corporate Sponsorship Program, which sees the support of historical and artistic heritage as one of its main areas of involvement, is the main sponsor of Magnificent: the “great tale” narrating the history of Renaissance magnificence through the commemoration of the masterpieces by Florentine artists. The digital and video exhibition is guided by the voice of Andrea Bocelli.

The Arms Room (Sala d’Arme), the only space in Palazzo Vecchio that has preserved its original structure dating back to the 1300s, will host Magnificent from 1 May to 31 October 2015, accompanying visitors with suitable installations, allowing them to appreciate the works which produced the glory of Florence in an innovative manner.

After having supported some of the most important Italian art exhibitions, including those dedicated to Vincent Van Gogh, Pablo Picasso, Salvador Dalí and Auguste Renoir, for Unipol being a partner of this new cultural event represents the expression of its commitment, consolidated over time, aimed at making art available to the general public, becoming part of the path of social responsibility that has characterized its history for over fifty years. This path has taken on sustainability as its strategic focus, combining the objectives of efficiency and economic viability with a concrete social commitment towards people, the community and the environment.

With this sponsorship, the Unipol Group reinforces its relationship with the city of Florence, where one of its main offices is located following the integration process with Fondiaria-Sai. Unipol thus confirms its desire to participate in the cultural and artistic life of the Florentine capital, in line with its values and with the belief that the economic development of the company must progress also accompanying and supporting the cultural and social growth of the community in which it operates.

Contacts

Unipol Group Press Office

Fernando Vacarini

Tel. +39/051/5077705

pressoffice@unipol.it

Claudia Galassi

Tel. +39/02/51815268

claudia.galassi@unipolsai.it

Unipol Gruppo Finanziario S.p.A.

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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 vehicle liability 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.

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