

PRESS RELEASE

Unipol is joining Bologna in celebrating its first 50 years and inaugurating the new Unipol Tower in Via Larga

Free outdoor concert Friday evening, 27 September, with Patty Pravo, Francesco Renga, Malika Ayane and ICS

Bologna, 26 September 2013 – In order to celebrate its first 50 years the Unipol Group has chosen to dedicate an evening to Bologna and the people of Bologna: from **8.30 pm on Friday 27 September the square in front of the Unipol Tower (Via Larga)** will be transformed into the venue for a free concert and a night of entertainment.

Presented by Alessandro Cattelan and Carolina Di Domenico, the concert will include performances by famous singers such as Patty Pravo, Francesco Renga, Malika Ayane and ICS, the ideal artists to cover the last five decades of Italian music.

The show will also be the occasion for the official inauguration of the complex that houses the **Unipol Tower in Via Larga**, the registered offices of subsidiary companies Linear and UniSalute and, at 125 metres, the tallest building in the city. The complex of buildings also includes a shopping centre with a restaurant, a fitness centre with a swimming pool, a branch of Unipol Banca and an Assicoop agency, a piazza covered by a 'sail' which forms a highly efficient solar screen, and a hotel due to open very soon.

The Tower was constructed with the maximum attention being paid to reducing the consumption of natural resources and managing them in the best possible way: more than 38% of its requirements are covered by electricity from renewable sources, whilst the consumption of drinking water for internal use has been halved, as has the consumption of drinking water used for irrigation.

Approximately 30% of the contents of the materials used to construct the building were recycled and almost half originated from the region, which helped the local economy and reduced the impact of transport. A great deal of attention was paid to ensuring that the working and public spaces were both comfortable and healthy.

The entire project was conceived and implemented by Unipol and has enabled the city of Bologna to benefit from an operation to reclaim 45,000 square metres of land, with 41% of it being turned into a green area and 54% of the covered area having green roofs.

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In recognition of the commitment to sustainability and innovation, the Tower has obtained LEED® GOLD certification, the highest level of a voluntary international system that provides independent certification of the environmental sustainability of buildings.

For Unipol the link with its place of origin and with the city of Bologna has always been particularly close and has been gradually strengthened in the fifty years that have elapsed since 1963, the year in which the Unipol brand – which was originally an acronym for 'Unica Polizza' (Single Policy) – began to make its mark in the Italian insurance market.

Over the years the company has expanded its services nationwide, being quoted on the stock exchange, extending its business activities to include Life as well as Non-Life and setting up its own single-purpose companies. After expanding by making acquisitions during the early years of the new millennium, in 2010-2012 the corporate Business Plan relaunched the Group, paving the way for the operation to rescue the Fondiaria-SAI Group and making Unipol the leading Group in Italy in Non-Life business and one of the leading companies in Europe.

Today the Unipol Group is the second-largest insurance company in the Italian market and the largest in Non-Life business and on 31 December 2012 had direct consolidated insurance income of €16.8bn, €10.6bn in Non-Life business and €6.2bn in Life business. The Group has more than 13.5 million customers and a sales network of approximately 4,600 agencies, 7,300 sub-agencies and 300 bank branches (on 31/12/2012).

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UNIPOL – FIGURES FOR THE COMPLEX IN VIA LARGA

Height of the Tower	125 m
Total built area	29,000 m ²
Area reclaimed	45,000 m ²
Surface area of a typical floor	800 m ²
Number of floors in the Tower	31
% electricity used generated from renewable sources	38%
% recycled materials used for the construction of the Tower	30%