

JOINT PRESS RELEASE

Milan, 29 October 2015

From Sunday 1° November on laeffe, laeffe.tv and laeffe APP

laeffe and THE UNIPOL GROUP EXPLORE THE CONCEPT OF CLOSENESS WITH SIMONE CHIESA AND HIS “VICINI DI VIAGGIO”

A cross-media project conceived and developed by the team “laeffe branded entertainment” of the Feltrinelli Group together with the Unipol Group

Starting from the concrete meaning of closeness to people, the community and the country that is inherent in its DNA, the Unipol Group has entrusted the Feltrinelli Group the task of sharing these values in TV and on the web, with the cross-media branded entertainment project “Vicini di Viaggio”: an original TV format conducted by Simone Chiesa that will be broadcast from 1 November 2015 on *laeffe*, *laeffe.tv* and *laeffe APP*.

What does it mean to be “close” today? On *laeffe* an exciting Italian journey begins – in four 25-minute episodes plus a best of – exploring the concept of closeness and its modern forms, in the company of a very special traveller, Simone Chiesa, a film-maker who has travelled the world seeking hospitality from perfect strangers, thus moving from house to house, from sofa to sofa, on a journey of encounters between people and places.

With *laeffe*, Simone crosses Italy to discover events and initiatives in the country that are able to create bonds between people, in 4 areas: art, entertainment, solidarity and sport. From Florence to Bologna, from Milan to Brianza, Simone sleeps on the sofas of those willing to offer him accommodation for the night, asking his hosts to tell him what closeness means to them and how, in their experience, it has become concrete.

From the multimedia show Magnificent in Florence to the Biografilm Festival in Bologna, the Briantea 84 wheelchair basketball team and Fondazione Banco Alimentare – 4 important initiatives supported by the Unipol Group and UnipolSai Assicurazioni through their Corporate Sponsorship Program – as well as urban sharing initiatives, such as artisan workshops, community gardens and social streets, the series explores the deepest and current meaning of closeness, discovering that in today’s highly technological and globalised world there are still many ways to feel close when traveling.

The TV premiere will be aired each Sunday from 1 November at 7:00 pm on *laeffe*, with repeats every Wednesday at 8:00 am and every Saturday at 3:35 pm and on demand on *laeffe.tv*, *laeffe APP* and on Youtube|Unipol Group Corporate Channel. In order to enhance the exclusive branded contents, the

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project is supported by a TV and social media campaign on *laeffe*, *laeffe.tv* and *laeffe* APP coordinated with the brand.

The TV series "Vicini di Viaggio" was created by *laeffe* with the executive production of Feedback AudioVideo, directed by Alessandro Sasha Codaglio, and written by Valeria Spera and Simone Chiesa.

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Unipol Gruppo Finanziario S.p.A.

Unipol is one of the leading insurance groups in Europe with a total income amounting to approximately €17.8bn, of which €8.9bn in Non-Life Business and €8.9bn in Life Business (2014 figures). 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.