

Bologna, 31 may 2016

**UNIPOL GROUP MAIN SPONSOR OF THE EXHIBITION
MARILYN MONROE: THE WOMAN BEHIND THE MYTH**

1 June - 19 September at Palazzo Madama, Turin

With its *Corporate Sponsorship Program*, the **Unipol Group** wishes to always remain close to the people and the community by supporting projects that embrace art, culture, sport, scientific research, social engagement, the environment and entertainment. In this context, the Group also offers its support as Main Sponsor for a one-of-a-kind exhibition as unique as its protagonist: *"Marilyn Monroe: la donna oltre il mito (the woman behind the myth)."*

From **1st June to 19th September**, Norma Jeane Mortenson, aka Marilyn Monroe, the most famous and talked-about Hollywood diva of all time, will be on display in Turin at Palazzo Madama: the exhibition features around 150 items of memorabilia that recount the life of the actress behind the scenes. A woman who made femininity her very essence: *"I'm very definitely a woman, and I enjoy it"*. A woman whose face became an icon in one of the most famous portraits by Andy Warhol. A woman whose photo portraying her in that famous white pleated dress over the grates of the New York subway is one of the most famous images of the twentieth century.

The **Unipol Group** decided to get involved in this important event for the city of Turin, once again reaffirming its wish to participate in the cultural and artistic life of the city, in line with its values and the belief that the economic development of the company must progress while simultaneously accompanying and supporting the cultural and social growth of the communities in which it operates.

Because for the Unipol Group, thinking of people's future also means thinking of everything they love: culture.

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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 €16,5bn, of which €7.9bn in Non-Life Business and €8.6bn in Life Business (2015 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.