

PRESS RELEASE

## Unipol Gruppo Finanziario's 2008 Social Report presented today in Florence

*UGF's Social Report was presented today in Florence at Provincial Headquarters in the presence of the President of the Master's Degree in Strategic Communication at the University of Florence, Giovanni Bechelloni, Head of Culture for the Archdiocese of Florence, Alfredo Jacopozzi, Chairman of the Tuscany Region, Claudio Martini. The debate, which was opened by Massimo Biagioni, Chair of Unipol's Regional Council, was concluded by Pierluigi Stefanini, UGF's Chairman.*

*It was followed by the handing over of the Unipolis Foundation 'Keys to Smiles' grant to the project selected, the Centro di Solidarietà di Firenze's 'Rimettiamoci in gioco' project.*

In a year characterised by a deep global crisis that is not only financial and economic, but also typifies the model and rules which have, to date, presided over growth and markets, Unipol Gruppo Finanziario has chosen to pursue its own business objectives according to responsible methods with a view to long-term sustainability and balance regarding the interests of its Stakeholders.

With this in mind, the process of reorganising the Group, which was completed on 1 February 2009 with the merger of Unipol and Aurora into UGF Assicurazioni, was accompanied by the drawing up of a set of corporate values and the drafting of the **Charter of Values** (which involved the direct participation of all employees and of agents' delegates) and the new **Code of Ethics**, which translates its principles into a code of conduct. The full text of both documents is included in **UGF's 2008 Social Report**.

The 2008 Social Report – the second since the holding company was founded whilst the original Unipol has produced one since 1993 – is the instrument by means of which the Group reports on all its financial, social and environmental activities to its stakeholders and to the public at large. The Group reports to more than 6.5 million customers, approximately 7,000 employees, more than 2,200 agents, hundreds of suppliers and the local and national communities with which it has a close relationship. In 2008, the Added Value produced by UGF came to €1,735.8m<sup>1</sup>, which was distributed between the various stakeholders.

The decision taken by UGF, ahead of any other operator, to refund capital to the 8,500 customers who had taken out index-linked policies with underlying **Lehman Brother** securities represents a clear and transparent policy of Corporate Social Responsibility and of protection of savers and the people most exposed to the crisis. As does the **Motor Vehicle Third Party Liability**

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<sup>1</sup> The Added Value, which forms the link between the Consolidated Accounts and the Social Report, is an expression of the wealth produced by the Group during the financial year, being the difference between production value and costs with regard to the insurance and banking services when purchasing goods and services.



**Agreement** signed with the Consumer Organisations, the first and only such example for an insurance company. Corporate Social Responsibility is indeed just that: it is manifested in the business operations and the running of the business. It is even more applicable today in the face of the gravity of the crisis that Italy and the world are experiencing and which demands significant changes.

In 2008 the Group promoted a number of initiatives aimed at accident prevention and safety, both on the roads – including through the **SafeRoad action** – and in the workplace, amongst which, subscribing to the funds raised by the Unipol and Group Agents in aid of the families of the victims of the **Thyssen Krupp** tragedy.

The UGF Group confirmed its commitment through supporting '**Libera**', the Association founded by Don Luigi Ciotti, with the 'one euro per policy' campaign, which made it possible in three years to collect over €432K on behalf of the youth cooperatives that work the lands and manage the properties confiscated from organised crime in Sicily, Calabria, Puglia and now also in Campania. In 2009 one Euro will be allocated to Libera and to the projects relating to confiscated property not only for each policy but also for each new current account opened with UGF Banca.

Cultural and community activities are also developed through UGF's Unipolis Foundation. These include '**The Keys to Smiles**', a national scheme split into regions, which supports social inclusion projects for young people between the ages of 12 and 18 who are at risk of marginalisation. More than 300 voluntary organisations and social cooperatives from all over Italy each submitted a project and 20 projects were selected to receive a grant of €5,000 each.

In Tuscany the **Centro di Solidarietà di Firenze** was awarded a smile. This non-profitmaking organisation was set up in 1980 to combat the exclusion and marginalisation of young people, in particular in relation to drug addiction. The meeting concluded with the grant being presented to the project selected, '**Rimettiamoci in gioco**' (Let's join in again). The aim of the project, which is divided into five stages over 24 months, is to introduce young people gradually to physical activity, teamwork and sport, culminating in setting up a non-competitive sports club or in getting young people to join sports clubs ([www.csfirenze.it](http://www.csfirenze.it)).

UGF's Charter of Values, Code of Ethics and 2008 Social Report can be viewed and downloaded at [www.unipolgf.it](http://www.unipolgf.it) in the Social Responsibility section.

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