

## UNIPOLSAI TITLE SPONSOR OF TOP BASKETBALL CHAMPIONSHIP

### Serie A Basketball League and the Unipol Group Insurance Company together for three years

Bologna, 24 September 2020

The Serie A (premier) basketball league and UnipolSai Assicurazioni signed a significant sponsorship deal, opening the upcoming championship in the best way possible and already launching the following two seasons. UnipolSai Assicurazioni will be the title sponsor of the Serie A championship for the next three seasons. Under the Agreement, UnipolSai will also act as presenting sponsor for the Final Eight of the Basketball Coppa Italia and the Supercoppa. The Serie A basketball league and UnipolSai got together on the basis of shared values expressed by impressive, dynamic team discipline that is strongly competitive but with abiding respect for their opponents. They also joined forces to transmit a healthy sporting ethos, especially to young people: exciting games and loyalty both on court and off.

Umberto Gandini, President of the LBA, said: “we are very pleased and proud to welcome UnipolSai into our great basketball family - Pleased since we have worked hard on this agreement for a number of months, and proud since the choice made by UnipolSai to link up with Serie A basketball goes to prove that we chose the right path, always one step ahead. UnipolSai therefore joins the other big companies that have found our sport to be an ideal travelling companion over the years, acting as the best conduit for both their names and their values”.

Gian Luca Santi, General Manager of Business Development and Corporate Communications of the Unipol Group, said: “we decided to associate our UnipolSai brand with one of the main sporting leagues in the country, in keeping with our status as a leading insurance player at national level. Dynamism and innovation, team spirit and loyalty are just some of the values that unite basketball and UnipolSai. A partnership that confirms our support for the best expressions of Italian sport to be “Always one step ahead” together”.

#### **UnipolSai Assicurazioni S.p.A.**

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in the Non-Life Business, in particular in the MV and Health businesses. Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with a direct income amounting to approximately €14.0bn, of which €8.2bn in Non-Life Business and €5.8bn in Life Business (2019 figures). The company has the largest agency network in Italy, with about 2,400 insurance agencies spread across the country. UnipolSai is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute), supplementary pensions and also covers the bancassurance channel (Arca Vita, Arca Assicurazioni and Incontra). It also manages significant diversified assets in the real estate, hotel (Gruppo UNA), medical-healthcare and agricultural (Tenute del Cerro) sectors. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo S.p.A. and is also listed on the Italian Stock Exchange.

#### **Unipol Gruppo**

*Media Relations*  
Fernando Vacarini  
T. +39 051 5077705  
pressoffice@unipol.it

*Investor Relations*  
Adriano Donati  
T. +39 051 5077933  
investor.relations@unipol.it

#### **Barabino & Partners**

Massimiliano Parboni  
T. +39 335 8304078  
m.parboni@barabino.it

Giovanni Vantaggi  
T. +39 328 8317379  
g.vantaggi@barabino.it