

#UNISALUTEPELTE: UNIPOLSAI OFFERS ITS 10 MILLION CUSTOMERS UNISALUTE HEALTHCARE COVER AGAINST COVID-19

A tangible way of expressing the willingness to take care of those who place their trust in the Unipol Group.

Bologna, 30 November 2020

In a year that has been profoundly affected by the pandemic with the entire country involved in fighting the virus, UnipolSai decided to make a further contribution to support its 10 million customers, **offering free UniSalute healthcare cover to deal with the possible consequences of Covid 19.**

This significant undertaking is called **#UniSalutePerTe** and tangibly demonstrates the wish of UnipolSai and the Unipol Group to continuously support their customers.

#UniSalutePerTe can be activated using the UnipolSai APP, and offers specific healthcare cover for Covid-19 at no additional cost which includes:

- Medical teleconsultation available 24/7 and video consultations with specialist doctors;
- €100 per day in compensation for admission to hospital of up to 14 days;
- €2,000 in compensation after coming out from intensive care hospitalisation.

This initiative was designed especially for millions of people and accompanies other significant initiatives launched by UnipolSai and the Unipol Group in 2020 to support all their stakeholders such as the **#UnMesePerTe** campaign that returns one month's worth of their vehicle liability insurance to customers. A tangible way of expressing the willingness to take care of those who place their trust in UnipolSai.

A new wide-ranging multimedia advertising campaign has been designed to roll out on television, radio, the press and the Internet from 28 November to last for over a month. The advertising campaign was devised by the **BAM** agency and is narrated by Alessandro Gassmann. It will feature a significant **television schedule** of 30-second ads on **all the main national networks**, in addition to the **digital, radio and press** channels using an integrated creative approach on the various mediums. The new add can be viewed at the following link: www.youtube.com/c/unipolgroupcorporatchannel.

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 MV and Health. 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.

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