

Milan, 16 November 2015

From 18 November, only on the Unipol Group Corporate Channel

THE WEB SERIES “*COSÌ VICINO - TEAM YOUNG ITALY UNIPOLSAI*” AVAILABLE ONLINE ON YOUTUBE

Starting Wednesday 18 November, the first video web series “*Così vicino - Team Young Italy UnipolSai*” (So Close - Team Young Italy UnipolSai) will be available online – entirely produced and sponsored by UnipolSai, and part of BLU - Broadcast Lab Unipol – dedicated to the 7 young Italian sports champions that form the Team Young Italy UnipolSai.

Federica Pellegrini, Vincenzo Abbagnale Eseosa Desalu, Carlotta Ferlito, Andrea Fondelli, Gregorio Paltrinieri and Alessia Trost will tell their stories and shall be described in a completely new way during 35 episodes available exclusively on the YouTube *Unipol Group Corporate Channel*.

The web series is preceded by an engaging promotional trailer posted today also on the Unipol Group channel.

From 18 November, with fortnightly events (excluding the Christmas break) until the end of January, each episode of “*Così vicino - Team Young Italy UnipolSai*” will be dedicated to a theme around which the professional and personal stories of these young champions will develop.

A true story telling journey, narrated through their direct accounts and the comments of their coaches, parents and other significant people, in some cases on camera for the very first time. The sports sphere will naturally blend with more intimate emotions, touching on “private” matters such as study, faith, love, family, friendship and commitment. Important reflections will thus emerge on what it means to be champions and the children of champions, on staying close to home and then moving away, on being judged without judging, on the importance of knowing oneself and feeling comfortable with others, on how it feels to lose someone important and finally, on the emotions of the first competition and the first victory.

A great and exciting narrative, on the one hand collective, but also deeply personal on the other, which winds through short and intense stories, all linked to each other by the theme of closeness – *Così vicino, So Close* – divided into 5 areas: *So close to you, So close to home, So close to the goal, So close to the heart, So close to the dream*.

“The web series dedicated to the Team Young Italy UnipolSai represents a journey that – through stories of the lives, commitments and challenges of these 7 young athletes, including the important preparation for the upcoming Rio Olympics – wishes to explore the deeper meaning of closeness,” stated Alberto Federici, Head of Corporate Communication and

Media Relations at the Unipol Group. “Closeness to young people and sport, to which we are committed each day in national projects such as UnipolSai’s main sponsorship of CONI (the Italian National Olympic Committee).”

The Team Young Italy UnipolSai and the dedicated web series, for all relations and management aspects with the 7 athletes involved in the project, rely on the cooperation of DAO Management, which also advises UnipolSai in its partnership with CONI.

With this project, UnipolSai Assicurazioni reinforces its relationship with sport and the particular attention it has always focused on future generations, recognising the paramount educational potential of sport for personal development and individual and social growth.

Because for the Unipol Group, thinking of people’s future also means thinking of what they love: sport.

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UnipolSai Assicurazioni S.p.A.

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance. 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 €16bn, of which €8.4bn in Non-Life Business and €7.6bn in Life Business (2014 figures). The company currently operates through 5 divisions (Unipol, La Fondiaria, Sai, Nuova MAA and La Previdente) and has the largest agency network in Italy, with more than 3,000 agencies and 6,000 sub-agencies spread across the country. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo Finanziario S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.