

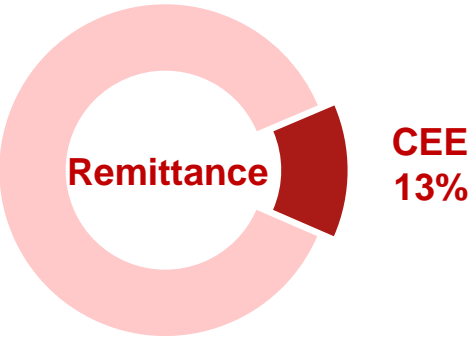
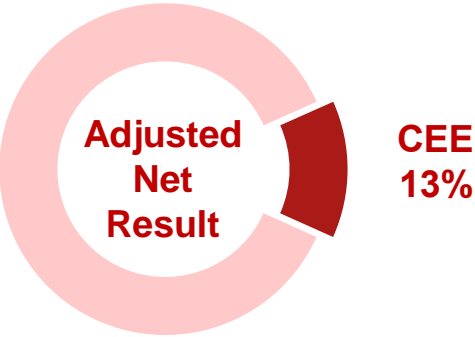
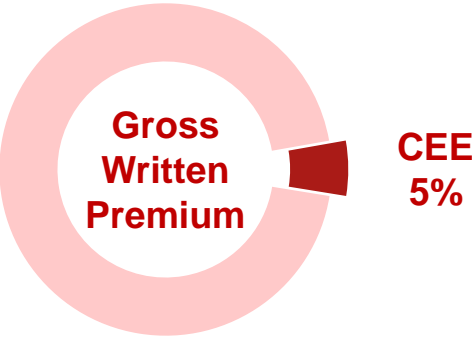
# MEDIA KIT

CEE REGION





## Generali Group 2024



**Resilient operations, uniquely positioned to capture profitable growth opportunities and consolidate the strong market position**

**11%**  
Market share

### **2<sup>nd</sup> LARGEST REGIONAL INSURER**

Presence in 10 countries, with over €5 Bn premiums - mostly P&C and Protection, Health & Accident

**92.4%**  
Combined ratio

### **PROFITABLE GROWTH IN P&C**

Focus on underwriting excellence, with growth opportunities in non-motor.

**13.8%**  
New Business Margin

### **HIGH MARGINS IN LIFE**

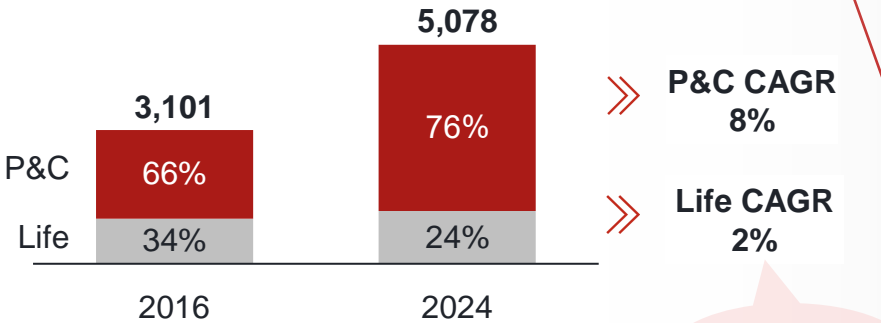
Need based value proposition with customised solutions and integrated offer

# OUR JOURNEY IN CEE



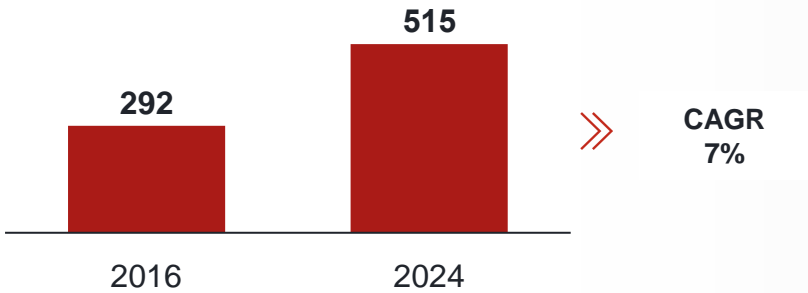
## GWP

(€ Mn)



## Adjusted Net Result<sup>1</sup>

(€ Mn)



**Streamlined operations** since the full JV buy-out in 2015, followed by the simplification of the corporate structure and brand consolidation. Bolt-on M&A entirely self-funded.

**Excellent track record** supported by an efficient regional model, reflected also in increased cash remittances.

**Strong resilience** in a complex geopolitical and macro-economic scenario as proven by recent crises (COVID, Russia-Ukraine war, inflation spike) and market turmoil.

**Focus on technical excellence** translating in sustainably high margins and customer satisfaction.

1. 2016 based on IFRS4 Net result



# SOLID FOUNDATIONS



10  
Countries

Top 5 ranking in 8 markets



14m  
Customers

with #1 RNPS position vs. peers



~14,000  
Agents

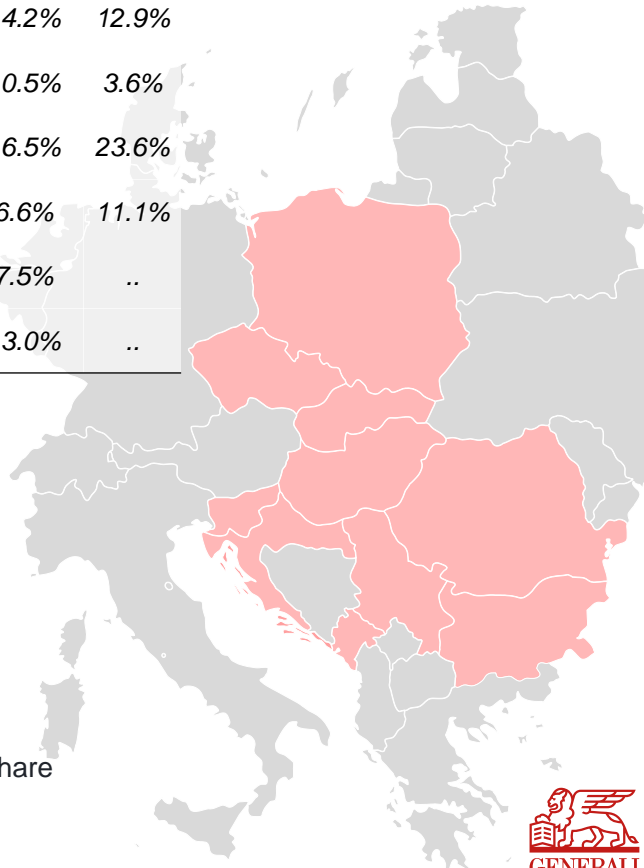
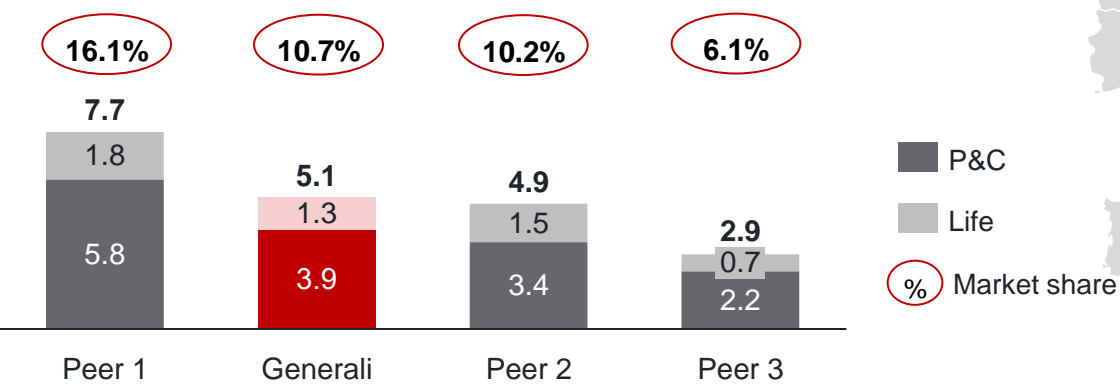
of which 9,500 tied agents

		GWP 2024 (€ Bn)	Market position			Market shares		
			Total	P&C	Life	Total	P&C	Life
CZ		1.7	# 2	# 2	# 2	23.2%	23.1%	23.6%
PL		0.9	# 7	# 7	# 7	4.4%	4.5%	4.2%
HU		0.7	# 2	# 2	# 3	16.3%	19.5%	11.4%
SI		0.4	# 3	# 3	# 4	15.8%	17.8%	11.7%
SK		0.4	# 3	# 3	# 3	13.7%	14.2%	12.9%
RO		0.4	# 4	# 4	# 7	9.3%	10.5%	3.6%
CS		0.3	# 2	# 2	# 1	17.8%	16.5%	23.6%
HR		0.1	# 5	# 4	# 5	7.3%	6.6%	11.1%
BG		0.1	# 8	# 7	..	6.2%	7.5%	..
MN		0.01	# 5	# 4	..	10.3%	13.0%	..

**Generali CEE  
Market share**

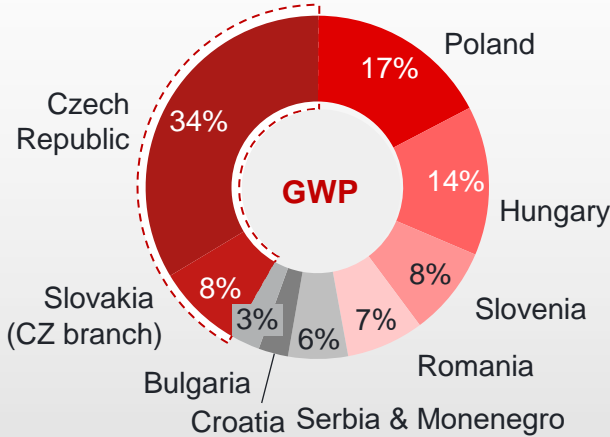
<b>Total</b>	<b>10.7%</b>
P&C	11.2%
Life	9.6%

2<sup>nd</sup> LARGEST REGIONAL INSURER BY MARKET SHARE  
2024, Gross Written Premium (€ Bn)



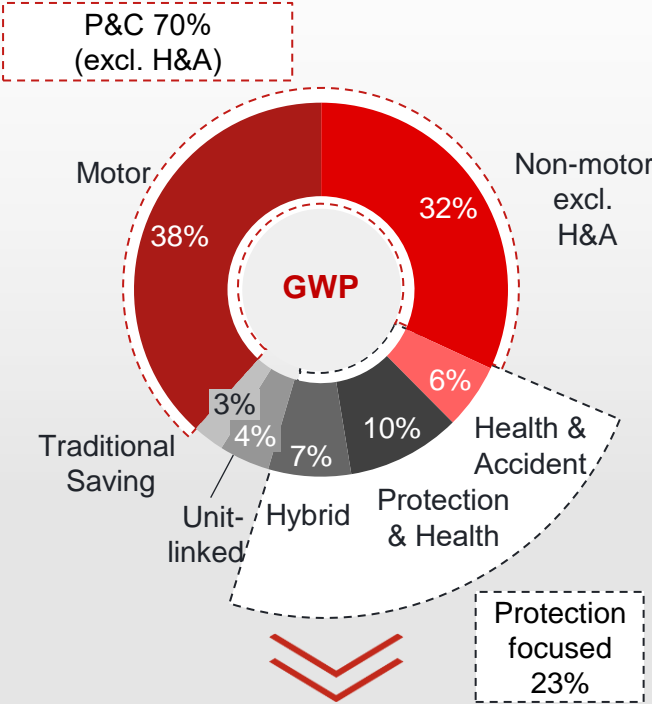


Geographical footprint



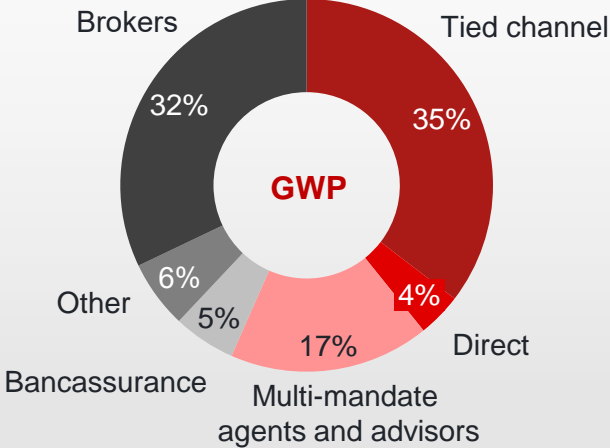
Growth driving increased geographical diversification over time

Lines of Business



Focus on P&C and Protection, Health & Accident in line with the market

Distribution breakdown



Well diversified distribution channels

# Generali Diversified Financial Group

**71 MLN**

customers



**€ 863 BLN**

of total AUM



**€ 25.2 BLN**

In Premiums from social and environmental products



**Around 87,000**

employees



**50 countries**

in the world



**€ 95.2 BLN**

in Premiums



# 2024 Key Figures



2024 Gross Written Premiums

€ 95.2 BLN

## GROUP'S KEY FIGURES (€ MLN)

	2023	2024
Gross Written Premiums	82,466	95,190
Operating result	6,742	7,295
Net result of the period	3,575	3,769
Solvency II ratio	220%	210%

### Combined ratio

94% 0.0 p.p.

### Operating result Asset & Wealth Management

€ 1,176 MLN +22.6%

# Lifetime Partner 27: Driving Excellence



'Lifetime Partner 27: Driving Excellence' is Generali's new strategic plan, marking a further step forward in customer relationship excellence and the Group's operating model. Supported by our people, the plan promotes a culture based on excellence, meritocracy, and diversity. Driven by AI and data, Generali enhances customer experience and increases operational efficiency. Anchored in sustainability, the plan generates a positive impact for people and the planet. Generali is ready to stand by individuals, families, professionals, and businesses, delivering positive results.

## FINANCIAL TARGETS

### Strong earnings per share growth

8-10%

EPS CAGR  
RANGE  
2024-2027

### Solid cash generation

> € 11 BLN

CUMULATIVE NET  
HOLDING CASH FLOW  
2025-2027

### Higher dividend

> € 7 BLN

CUMULATIVE DIVIDEND  
2025-2027



# Generali's Commitment to Sustainability

Within the timeframe of the 'Lifetime Partner 27: Driving Excellence' plan, Generali will strengthen its positioning by enriching its sustainability value proposition.

This commitment is supported by new goals for green transition and social resilience.

In order to provide **lasting sustainable value**, there are four "responsible" roles to play:



## RESPONSIBLE INVESTOR

**89 tCO<sub>2</sub>e/€ mln** — Carbon intensity of investments, reduced by 51.1% vs 2019

New green and sustainable investments **€ 13.9 bln** (2021-2024)

Fenice 190 (2020-2024): **€ 3.66 bln**



## RESPONSIBLE INSURER

**€ 25,193 mln** — Premiums from insurance solutions with ESG components (+12.3% CAGR 2021-2024)

Relationship NPS: **22.4** (+0.9% vs 2023)

**SME EnterPRIZE** to support the sustainable transition of SMEs

Investments in Digital & Technology: **€ 1.2 bln** (2022-2024)



## RESPONSIBLE EMPLOYER

**38.6%** — Women in strategic positions

**84%** upskilled employees (+16 p.p. vs 2023)

**83%** — Engagement rate of our people (0 p.p. vs 2023)

Greenhouse gas emissions from Group Operations: : **-46.1%** vs 2019 (75,322 tCO<sub>2</sub>e)



## RESPONSIBLE CORPORATE CITIZEN

The activities of The Human Safety Net Foundation:

**26** — Active countries (+0% vs 2023)

**85** — NGO partners (+10.4% vs. 2023)

