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The Generali Group

Supra-Group identity Group's competitive position

Gruppo Generali identity

Generali Group is one of the leading global insurance and financial entities, led by Assicurazioni Generali S.p.A. Also Generali's business remains Europe's leading operator in the life segment. Its product line in this segment continues to anticipate the European market. In Asia, Generali is one of the leading operators in the personal financial services market, where Market leader in Italy, the Group has consolidated its position as one of the major insurance groups worldwide. In addition, Generali have a strong presence in markets with high development potential. More specifically, through the Group's initiatives to develop new distribution solutions which it adopted alongside the traditional ones and financial products.

Social and environmental commitment

In the Generali Group, the long-term business sustainability takes part of the insurance business. This can be observed in the most recent years, the commitment to sustainability has become progressively stronger, creating a solid basis for the Group's results. In the various areas of the sustainability globeally, the Group (Advanced Sustainability Report) the mental aspects of the associated, with operational standards provided a detailed manner with the Group. The sustainability approach of the Group is based on the following main management elements: the Code of Conduct, which is defined by the Group Rules, was approved by the Board of Directors of the Parent Company on 14 December 2011. To guarantee respect for the Code of Conduct, the Employees are encouraged to report inappropriate behaviour. Among the contents of the new Code, note, in particular, the significant focus on promoting diversity with an aim to strengthen the Group's competitiveness. Other important step towards managing the various sustainability aspects in a performance-oriented manner is the implementation of the Environmental IP 2012, which implements the Group's commitment to the sustainability. It is clear that the Group processes Generali's actual awareness of the fact that the main sphere of influence of the sustainability relationships of the Group is the employees. Employees are the main sphere of influence. The Insurance, by nature, is a business focused on the long-term and bases its sustainability on the centrality of people. The Group constantly offers to its employees, who are considered as a fundamental asset, opportunities for professional growth. Customer satisfaction is a top goal of the Group, which tries to accomplish this with the high quality of products and services. The Group is also committed to promoting responsible behaviour among consumers, contractual partners and intermediaries. To involve customers in protecting the environment and/or helping those who are in need, the Group includes initiatives to influence the conduct of issuing companies, leading them to act responsibly, the Group excludes financial investments. Generali considers the quality of the goods and services provided also on the basis of social and environmental aspects. The Group contributes to improving society with an active role in the social fabric of the establishment. Its commitment is to improve the quality of life of the people.

Reference markets and Group's competitive position

ITALY

With almost 10.5 million customers and 17.9% market share, Generali is leader in the Italian insurance market.

GERMANY

Generali Deutschland is Germany's second insurance Group in terms of directly written premiums; it represents

FRANCE

After Italy and Germany, France represents the third market of the Generali Group with a turnover of approximately

CENTRAL AND EASTERN EUROPE

In Central and Eastern European countries, Generali operates through Generali PPF Holding (GPH), a joint venture. Since it was established in January 2008, GPH has obtained the best profitability of the region both in the Life and Non-life segments. In January 2013 Generali and the PPF Group entered into an agreement defining the conditions for the termination of the joint venture.

REST OF EUROPE

With regards to the remaining European countries, the following are territories where Generali is present:
AG Austria: Generali has been operating in Austria since 1832, the year after the Company was established in Trieste. Generali Austria today, in Austria, the group has over 4 million customers, to which it offers a full range of Life and Non-life products.
Spain: Generali España is one of Spain's main insurance groups, with a total market share of 4.4%, capable of providing all types of insurance.
Switzerland: Generali has been operating in Switzerland since 1987 and holds the following customer base in consolidated insurance: 1.5 million in life and 1.5 million in non-life.

REST OF WORLD

As regards the presence of the Generali Group in non-European countries, the following areas have been highlighted:
The Generali Group has worked in the Far East since 1980. The JVs in Japan and Hong Kong have been slow to develop.
The Generali Group has long been present in many countries in Latin America. Its main operations are in Mexico and Brazil.
Smaller but significant are operations in Colombia, Guatemala, Ecuador and Panama, particularly through agencies.
Indicated shares and market positions, based on turnover, refer to official data or to the most recent estimates available.
