

Bologna, 22 July 2016

RIO OLYMPICS 2016: AD CAMPAIGN OF UNIPOLSAI ASSICURAZIONI SOON TO BE LAUNCHED

On air starting 24 July, the new integrated campaign of UnipolSai includes two different commercials for the pre-Olympic period and the Olympic period.

Federica Pellegrini and the other athletes of Team Young Italy UnipolSai who qualified for Rio will be the protagonists of the commercial for the entire countdown phase to the Olympic Games.

UnipolSai Assicurazioni, the main sponsor of the Italian Olympic Team for the 2016 Olympics, presents the integrated campaign linked to the Rio Games, on air from 24 July to 22 August. The campaign will fit into a **global brand strategy to emphasise the Company's closeness to people and sport**, and will be divided into **two separate communication phases** relating to the pre-Olympic and the Olympic periods.

The Rio Olympics 2016 represent the most prestigious international appointment in sports and, therefore, the most important event of the **three-year agreement between UnipolSai and CONI**, launched in January 2015.

UnipolSai is **the main sponsor of the Italian Olympic Team** at the Rio Games, as well as the creator and supporter of **Team Young Italy UnipolSai**, the team of young athletes, representatives of excellence and of the distinctive values of Italian sport in the world, created and launched at the beginning of 2015.

The protagonists of the **pre-Olympic communication phase** will be the **athletes of Team Young Italy UnipolSai who qualified for Rio 2016**. In a TV commercial (in the two 30" and 15" versions) produced with the agency Leo Burnett and scheduled on the Mediaset and Sky platforms, you will see the captain of Team Young Italy UnipolSai, **Federica Pellegrini** (swimming), in addition to **Gregorio Paltrinieri** (swimming), **Carlotta Ferlito** (artistic gymnastics), **Alessia Trost** (athletics – high jump), **Fausto Desalu** (athletics – sprint races) and **Andrea Fondelli** (water polo) at an airport. The voice of the flight attendant – who calls their names one by one when announcing the flight to Rio de Janeiro – becomes a metaphor for the "call" to the exciting challenge of the Olympic Games. With the slogan **"HELPING ITALIAN SPORT TO GROW CAN TAKE US A LONG WAY"**, UnipolSai reiterates its concrete and daily closeness to Italian sports, and expresses satisfaction for having believed, accompanied and supported the competitive path of these and other Italian young athletes since 2015. The film will also be scheduled in print format and on the web **from 24 July to 5 August**.

As of **6 August**, with the start of the competitions, the Company's closeness to sport will above all mean closeness to all athletes of the Italian Olympic Team who will be taking part in the various competitions to be held in Rio 2016. In this period, the second communication phase of UnipolSai will start with new creative content on TV, digital media and print, designed together with the agency K Group, whose concept will be the message **"Together with you from the first to the last race"**, the details of which will be presented before the start of the Games.

In addition to advertising activities, the key element of the UnipolSai communication campaign during the Olympic period will be **"NextToRio UnipolSai"**, the important video-content project published exclusively on the Company's social media channels (*YouTube* | Unipol Group Corporate Channel and

Twitter | UnipolSai Corporate), with which UnipolSai, at *Casa Italia* in Rio together with CONI, will report on the daily Olympic events from an unusual perspective.

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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 €14bn, of which €7.3bn in Non-Life Business and €6.7bn in Life Business (2015 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 3,500 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.