

Bologna, 28 July 2014

UNIPOLSAI ASSUMES AN INCREASINGLY LEADING ROLE IN THE OFFER OF ZERO-INTEREST (NIR 0%, EAPR 0%) POLICIES PAYABLE IN INSTALMENTS

- **Huge success of instalments for MV premiums with zero interest: target of 500,000 policies undersigned achieved**
- **Monthly instalments for MV premiums with zero interest extended until 31 December**
- **Monthly instalments with zero interest also available for all main Non-Life products as of 24 July**

UnipolSai assumes an increasingly leading role in the offer of policies with an effective interest rate of zero, payable in instalments. **In fact, the Company has decided to extend monthly instalments for MV premiums with zero interest until 31 December, thanks to which customers will not be charged any additional costs as all financial charges will be borne by UnipolSai (NIR 0.00%, EAPR 0.00%, underwriting commissions 0.00%).**

In light of the excellent results achieved - over 500,000 zero-interest policies underwritten since July 2013, with a growth rate of approximately 50,000 policies underwritten per month and a significant boost to the acquisition of new customers - **UnipolSai has decided to extend the offer, for both existing and new customers, with financing available through Finitalia, a Unipol Group company.**

Already a national leader in Non-Life business, with over 3,000 agencies and 10 million customers, **as of 24 July 2014, UnipolSai will extend instalments with zero interest to all main Non-Life products at the same conditions**, from home insurance to accident insurance, from SMEs to retailers, professionals and whoever chooses to guarantee their peace of mind by insuring travel and holidays.

During a period of on-going economic crisis that significantly impacts the spending power of families, **UnipolSai thus offers an easier alternative to traditional payment methods, demonstrating the continuous attention the Company focuses on its customers' needs.**

UnipolSai's offer also confirms the Company's ability to draw value from the integration of Unipol Assicurazioni, Fondiaria-SAI and Milano Assicurazioni, with Finitalia, the Group holding company specialized in consumer credit.

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UnipolSai Assicurazioni S.p.A.

Operational since 6 January 2014, UnipolSai Assicurazioni S.p.A. is the multi-business insurance company of the Unipol Group that was established as a result of the merger by incorporation of the historic companies Unipol Assicurazioni and Milano Assicurazioni, and as well as Premafin, holding company of the former Fondiaria-SAI Group, into Fondiaria-SAI.

63%* of UnipolSai Assicurazioni is controlled by Unipol Gruppo Finanziario S.p.A. and like the latter, it is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.

Italian leader in Non-Life business, particularly in vehicle liability insurance, and holding a position of absolute prominence in Life business, UnipolSai holds second place in the national ranking of insurance companies in terms of total income, equal to €15.4bn at the end of 2013.