

COMUNICATO STAMPA CONGIUNTO

Bologna 2 July 2014

UNIPOLSAI ASSICURAZIONI TITLE SPONSOR OF THE SERIE A VOLLEYBALL LEAGUE FOR THE NEXT TWO SEASONS

Lega Pallavolo Serie A and UnipolSai Assicurazioni sign an important sponsorship agreement, opening in the best way possible not only the upcoming Championship but also launching the following season.

The men's Serie A1 Superlega and Serie A2 Championships will have UnipolSai Assicurazioni as Title Sponsor for the next two seasons.

The Unipol Group's insurance company, which had already signed for the recent Playoffs, giving its name to the key phase of the Championships, particularly appreciated the response to its sponsorship project received so far and decided to share its brand with top men's volleyball for two years.

Lega Pallavolo Serie A is therefore pleased to announce that UnipolSai Assicurazioni will be the Title Sponsor of Serie A1 Superlega and Serie A2 and Event Partner until 2015/2016.

*"2014 - highlighted **Alberto Federici**, Head of Unipol Group Corporate Identity - is a special year as it saw UnipolSai emerge as a new key player on the Italian insurance market. During this important transition, we decided to associate our brand with one of the main sports leagues of the country that today, with the launch of Superlega, will be able to involve all volleyball fans even more. This is an important opportunity to effectively communicate the new UnipolSai brand to the entire country."*

Diego Mosna, Chairman of Lega Pallavolo Serie A, stated:

"UnipolSai took its first steps with the league during the Del Monte Coppa Italia Final Four held in Bologna. Since then, the aim of our organization has been clear: work hard to prevent such a prestigious brand from only supporting us for a few months. Its managers correctly read the enthusiasm and numbers of a league that knows how to interpret sport with passion and ensure great visibility of sponsoring companies. The launch of the new Superlega is a historical moment for Italian sport and we are pleased to announce, together with UnipolSai Serie A2, the new UnipolSai Serie A1 Superlega."

UnipolSai thus assumes a prestigious position among the partner companies of Lega Pallavolo Serie A, which already has the multinational Del Monte as Title Sponsor of League Events and Gold Sponsor of the Championships.

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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. 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.