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PRESS RELEASE

Generali wins an award for the best digital strategy worldwide

- Generali Group Switzerland has been working on the Mobile Hub initiative for three years together with the Generali Group. It is a program intended to standardise the mobile Generali apps that are used around the world. The goal is to create a central tool that works for all countries, thereby standardising and improving the digital customer experience.
- Through the Mobile Hub initiative, the Generali Group has endeavoured to design a standardised Mobile User guide that is as simple as possible. This initiative in France has just won the prestigious "Argus de l'assurance digitale" award for the best digital strategy worldwide.
- The digital customer portal that Generali Switzerland launched this October is a part of this Mobile Hub initiative. The customer uses this portal to get an overview of his policies and look up further information at any time – via the Generali website or an app on all mobile devices.

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Numerous mobile Generali apps are already being used all over the world. Because the apps offer so many different uses and functions, the Generali Group decided to launch a program to standardise the apps' features under the name of the Mobile Hub. The goal: a central tool for all countries based on a modular principle in order to create a uniform and optimal customer experience.

The Mobile Hub initiative has created a platform that makes it easier for customers to manage their insurances, completely in keeping with the Group's motto of: Simpler, Smarter, Faster. Generali Switzerland has been involved in the international development since day one. This October it launched the digital customer portal MyGenerali.

The MyGenerali app gives the customer a practical tool for getting an overview of his policies as well as looking up further information – for example, the processing status of a pending claim. Upcoming and completed payments can also be viewed. The customer can also find out about new products and calculate the respective premiums.

Generali Switzerland plays a pioneering role

The Mobile Hub initiative is a priority in the corporate strategy within the entire Generali Group. Swiss experts, together with Generali colleagues from all over the world, were involved in developing key building blocks for the Mobile Hub.

"We are very proud to be one of the driving forces in this project," says Roger Stieger, Chief Marketing, Customer & Communications Officer of Generali Switzerland. "We were the second country to roll out the platform. And our customers love it! The number of people signing up increases every day." In this pioneering role, Generali Switzerland is helping all the companies within the Group to become successful worldwide using this mobile strategy.

Insurance – any time and anywhere

A clear objective: Customers can access their insurance policies any time and anywhere, review their policies and ask for support. Direct and simple. A first step has been taken with the launch of the Swiss customer portal MyGenerali: "With the Mobile Hub and the integrated customer portal, we now have important tools to strengthen our relationship with our customers. We will continue to develop our tools for the benefit of our customers and offer them real advantages. This new type of interaction will help us to achieve even more in the future," says Roger Stieger, explaining Generali's vision.

Winning the "Argus de l'assurance digitale" award in France proves that the Generali Group is on the right track – with the best mobile strategy.



Click on the [link](#) for the Generali Group press release.

The [interview](#) with Isabelle Conner, Generali Group Chief Marketing & Customer Officer, provides a detailed view into the world of the Generali Mobile Hub.

ABOUT GENERALI

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers depend on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. Generali (Switzerland) Holding AG runs its business through its subsidiaries in two different seats, one in Adliswil and the other in Nyon. Around 2,000 employees provide qualified advice and excellent service.