

01.09.2017
PRESS RELEASE

Reward for secure homes

- The Generali Group Switzerland is rewarding people who have a secure home. Anyone who purchases a smart home device with prevention features and concludes a household insurance policy with Generali will get a discount on the device.
- To this end, Generali is launching a smart home showroom in the Sihlcity mall where smart home devices will be on show until the 6th September for potential customers to try out.
- For this project Generali Switzerland has entered into a collaboration arrangement with Nest und Media Markt. Together, they possess a concentration of smart home and insurance know-how.

Generali (Schweiz) Holding AG
Media Relations
T +41 58 472 41 60
F +41 58 472 44 25

media.ch@generali.com
generali.ch



Smart-Home Showroom in the Sihlcity mall

What happens when you're not at home? Smart home devices provide the answer. Cameras, motion sensors and smoke detectors or water sensors are linked to your smartphone and will send all the desired data from your own home to you, wherever you are, 24/7.

A more secure home – with simple installation

Generali Switzerland is committed to prevention and rewards customers who make their homes more secure. To this end, together with its partners, Generali has set up a showroom in the Sihlcity mall where the insurer will have a smart home living room on show until the 6th September. Smart home devices from the areas of security, prevention and lifestyle can be tested and seen working. The devices on show can be installed easily by Mr. and Mrs. Schweizer, without the need for any structural work.

Anyone who buys a smart home device with prevention features and concludes or renews a home insurance policy with Generali will get a discount on the device.

According to Roger Stieger, Chief Marketing, Customer & Communications Officer of the Generali Group Switzerland, the smart home represents a growing customer need: "We are there to help our customers in the event of a claim. But we would prefer to help them



avoid any damage or loss. In the smart home showroom, we will be demonstrating solutions that everyone can use to make their home more safe and secure.”

Indoor light with motion sensors

For example, a smoke detector or a light fitted with a motion sensor in the living room is an aid to prevention, deterring unwanted visitors on the garden patio. Indoor and outdoor cameras show what's happening within your own four walls and even allows for a listening and voice communication link.

In addition to the security aspect, smart home devices also bring a whole range of other benefits. For example, they can help reduce energy costs or provide lifestyle choices. Lighting concepts, music, right up to the cleaning robot, anything is possible in the smart home.

For this project Generali Switzerland has entered into a collaboration arrangement with the smart home provider Nest und Media Markt. Together, they possess a concentration of smart home know-how.

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.