

To be the No. 1 private bank, unique by value of service, innovation and sustainability

FY 2024 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex



FY 2024 RESULTS: EXECUTIVE SUMMARY





New all time highs in Banca Generali's growth history

- Net profit at €431.2m (+32% YoY) with recurring component at €339.3m (+6% YoY)
- Client assets at €103.8bn (+12% YoY) driven by the organic component
- **Strong capital ratios** with TCR at 24.4% coupled with liquid balance sheet (LCR at 332%)





Positive momentum for commercial results

- **Total net inflows** at €6.6bn (+14% YoY), with best ever inflows in December both by volumes and mix
- **AUI net inflows** at €3.9bn (+178% YoY) almost tripled compared to the previous year
- **Network expansion** with new recruits at 173 (+41% YoY) and total FAs at 2,235 (+4% YoY)





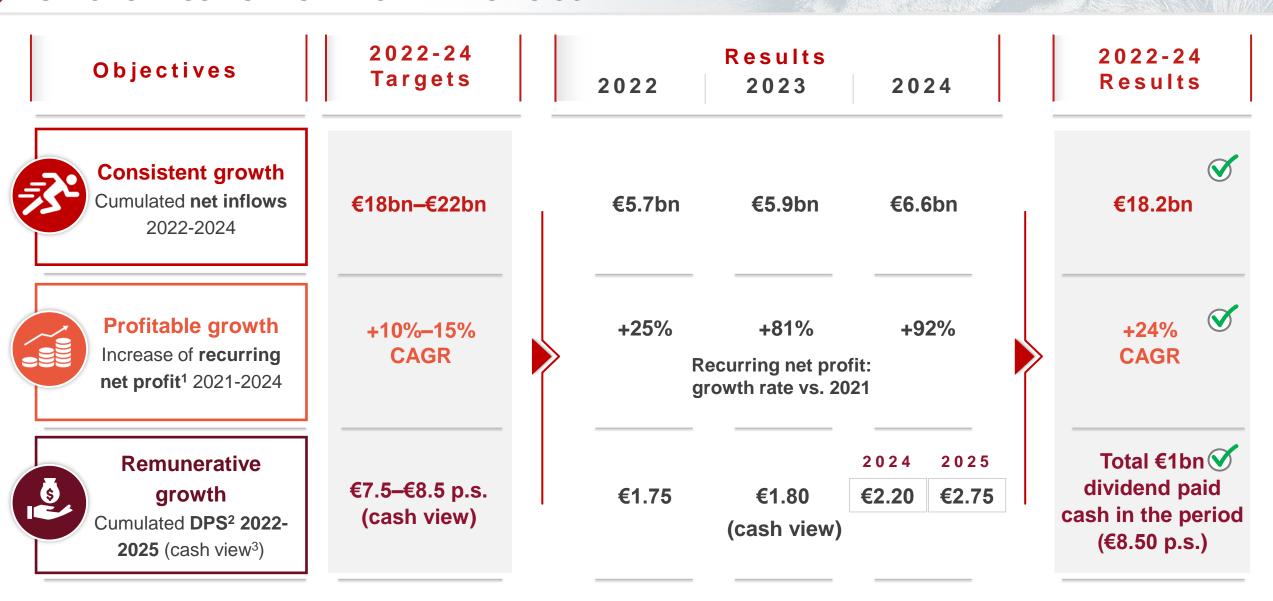
2022-2024 ambitions met, strategically and financially. Ready for a new chapter

- 2022-2024 financial ambitions fully achieved
- 2024 DPS proposal to the Board (accounting view) at €2.80 per share
- **2025 outlook:** ongoing focus continues on asset expansion, recurring net profit and shareholder remuneration



BANCA GENERALI DELIVERING ON ALL ITS 2022-24 TARGETS

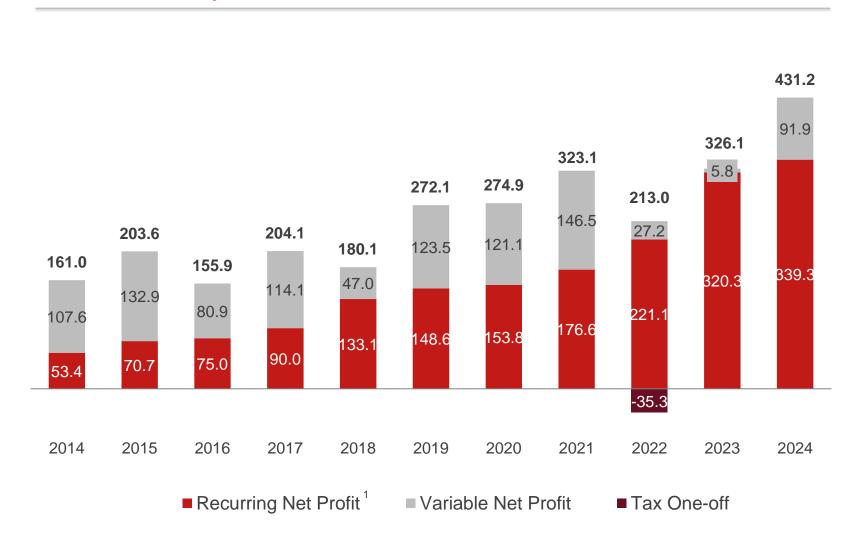
STRONG RESULTS DESPITE CHALLENGING CONTEXT



RECURRING NET PROFIT

RECORD HIGH NET PROFIT EXPLOITING FAVORABLE MARKET TRENDS

Net Profit - Yearly Trend €\m





FY 2024 best net profit ever (€431m, +32% YoY)

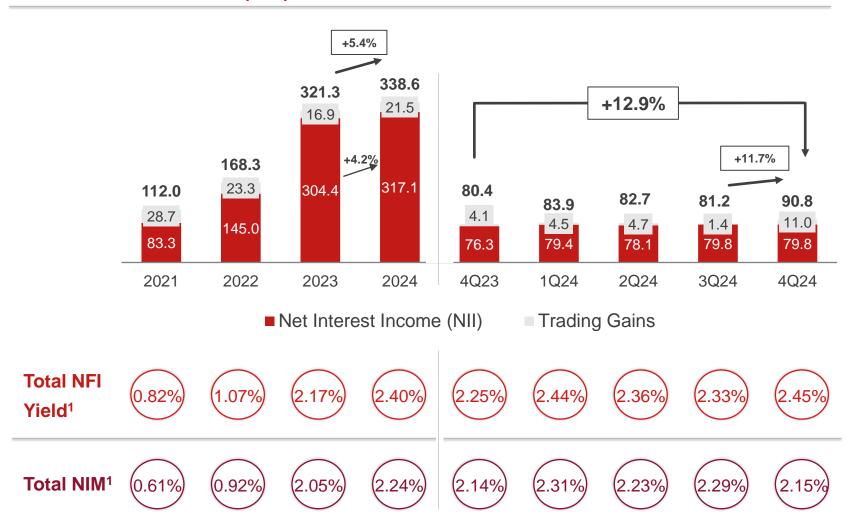
- FY 2024 recurring net profit at highest level ever (€339m, +6% YoY) on strong operating trend:
 - Solid management fees (+7% YoY)
 - Strong other recurring fees (+18% YoY)
 - Operating costs under control (+6% YoY)
- FY 2024 variable net profit at €92m is the result of strong variable fees and conservative provisions



NET FINANCIAL INCOME

AT BEST LEVEL EVER DRIVEN BY HIGHER ASSETS AND FAVORABLE TRADING CONDITIONS

Net Financial Income (NFI) €\m



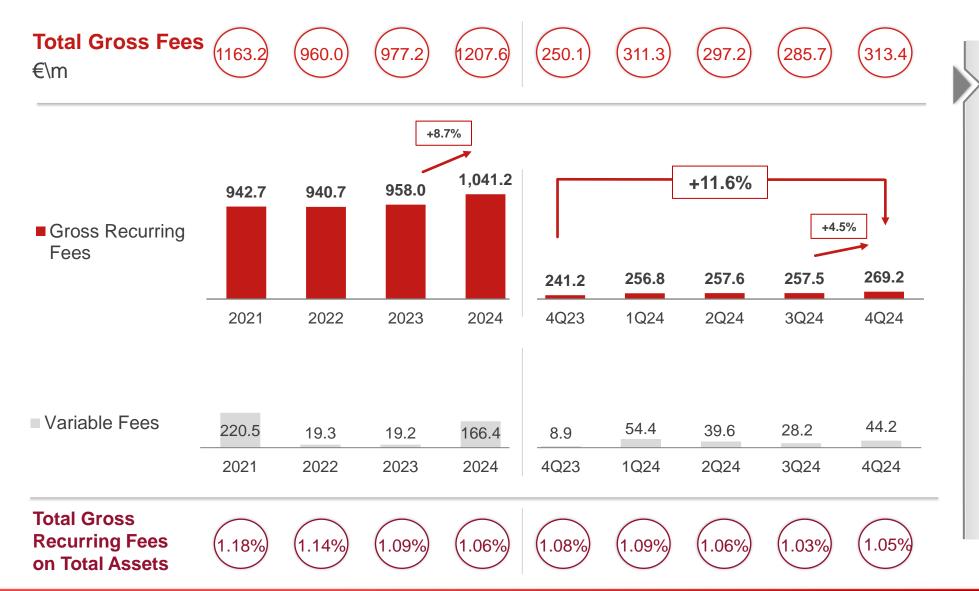


4Q 2024 NII at €80m (+5% YoY, little changed QoQ) with higher interest bearing assets more than offsetting a slight reduction of the NIM

4Q 2024 trading gains at
€11m linked to portfolio
optimization for the first
application of the IRRBB
regulation and strong forex
component

TOTAL GROSS FEES

SOUND CONTRIBUTION FROM ALL FEE COMPONENTS

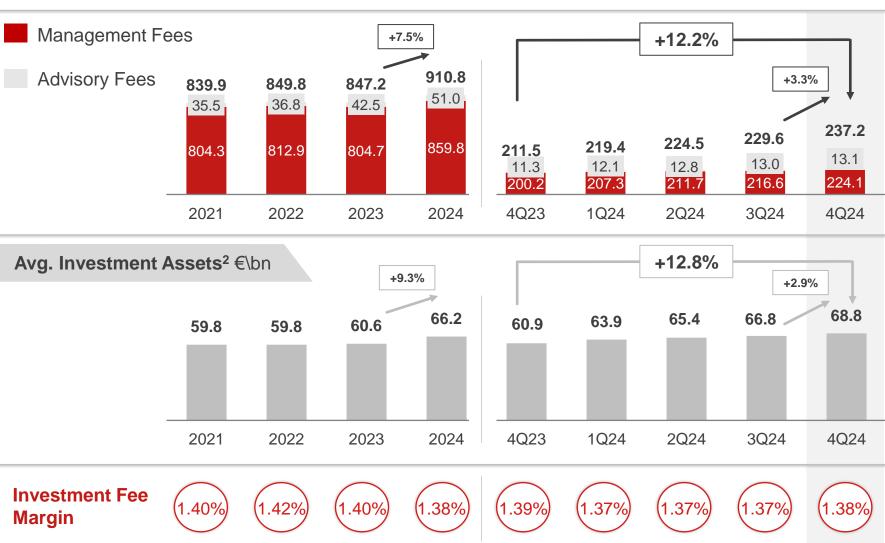


- FY 2024 total gross fees at €1.2bn (+24% YoY)
 - FY 2024 gross recurring fees at €1.0bn (+9% YoY) driven by higher volumes in managed products and more diversified product and service mix
- FY 2024 variable fees at €166m driven by strong financial markets and overperformance of the flagship products

GROSS RECURRING FEES (1/4)

INVESTMENT FEES - POSITIVE MOMENTUM FOR BOTH FEE COMPONENTS







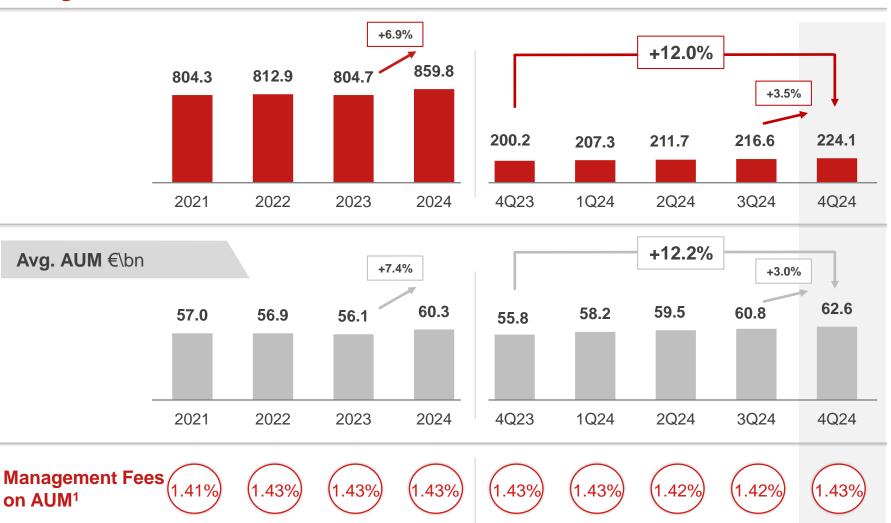
4Q 2024 investment fee margin at 1.38% (-1bps YoY) driven by strong inflows



GROSS RECURRING FEES (2/4)

MANAGEMENT FEES - POSITIVE TREND DRIVEN BY BOTH VOLUMES AND MARGIN

Management Fees €\m



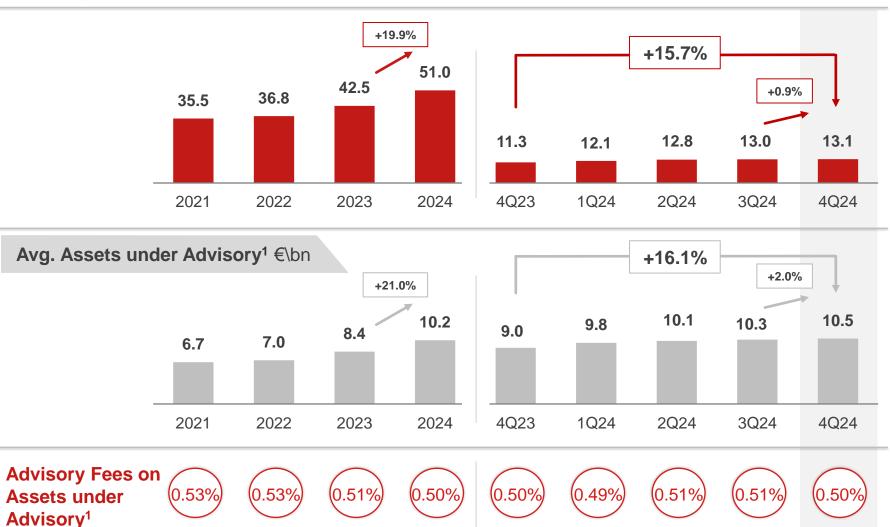
FY 2024 management fees at €860m (+7% YoY) driven by increase in assets (+7% YoY)

4Q 2024 management fee margin at 1.43% closing above LT guidance of ≥1.41%

GROSS RECURRING FEES (3/4)

ADVISORY FEES - RELENTLESS GROWTH

Advisory Fees¹ €\m





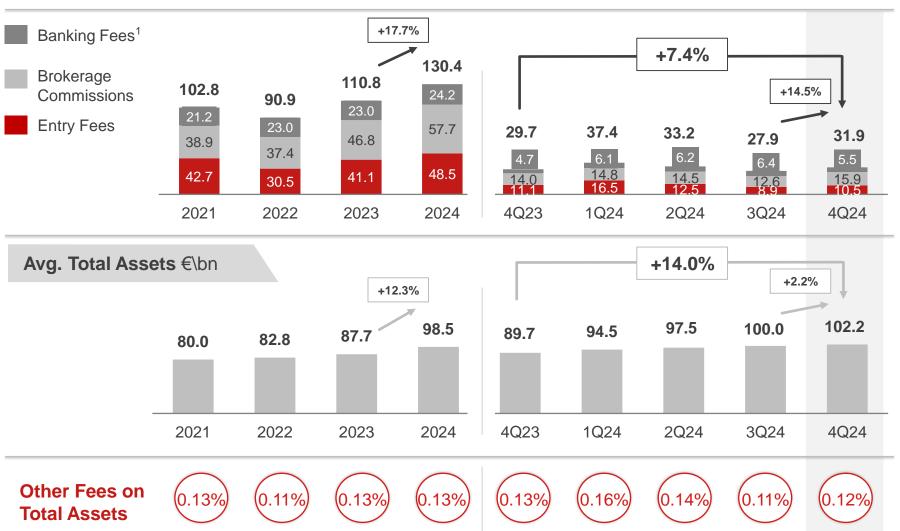
FY 2024 investment fee margin little changed at 0.50% (-1 bps YoY) with volatility linked to the underlying mix



GROSS RECURRING FEES (4/4)

OTHER FEES - BROKERAGE GROWING THE MOST

Other Fees €\m

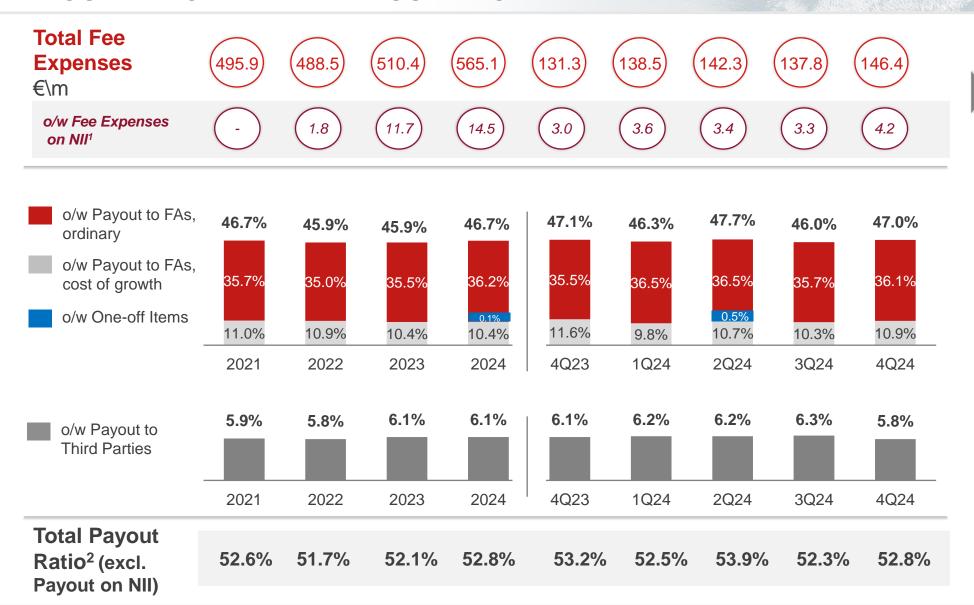


- FY 2024 entry fees at
 €48m (+18% YoY) thanks
 to a steady contribution
 from placements (mostly
 structured products)
 coupled with a pick-up in
 underwriting fees
- FY 2024 brokerage fees at €58m (+23% YoY) driven by a strong contribution from both retail and institutional components
- FY 2024 banking fees at €24m little changed YoY



TOTAL PAYOUT RATIO ON FEES

PAYOUT RATIO IN LINE WITH GUIDANCE





FY 2024 total payout (ex NII) at 52.8%, stable YoY and in line with long term guidance



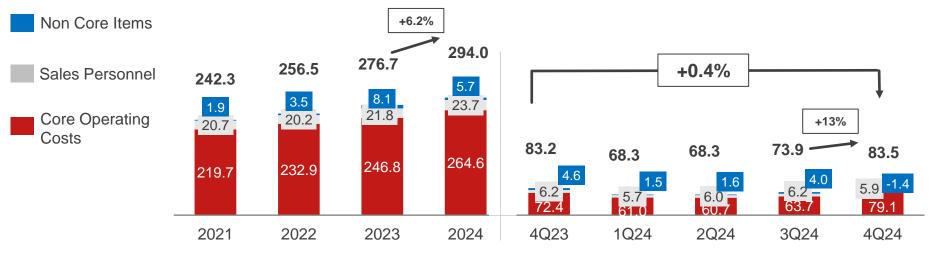
4Q 2024 payout to third parties included a contract review posted in 4Q24 but referring to full year.
On a LfL basis, 4Q24 is at 6%



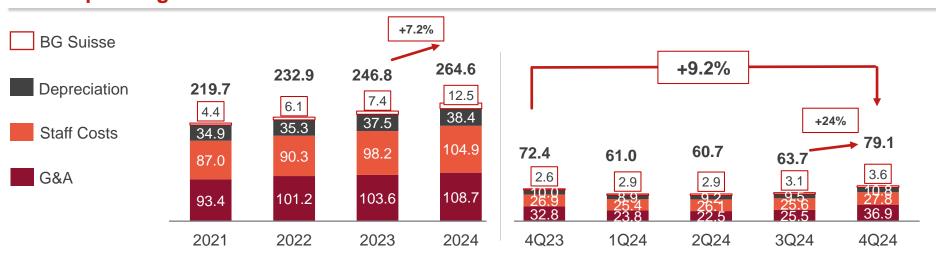
OPERATING COSTS (1/2)

PUSH ON GROWTH EASILY ABSORBED THANKS TO COST DISCIPLINE

Total Operating Costs €\m



Core Operating Costs €\m



FY 2024 operating costs at €294m (+6% YoY) including €3.8m write-up in 4Q24

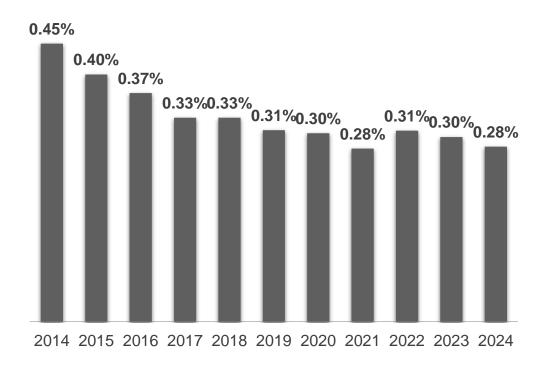
- FY 2024 core operating costs at €264m (+7% YoY) with the increase mostly linked to:
 - set up of BG Suisse (€12.5m, +49% YoY)
 - impact of the National Banking Contract (€2.4m)
- Net of the two items above, core operating costs increase by only 4.3% YoY



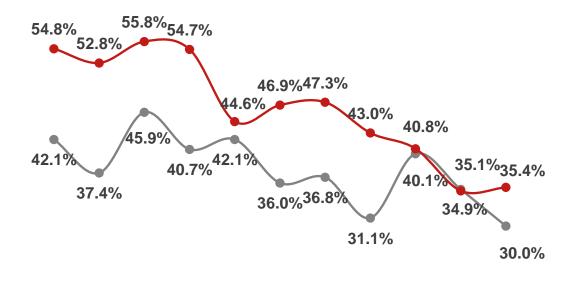
OPERATING COSTS (2/2)

COST RATIOS CONFIRM OPERATING LEVERAGE

Operating Costs / Total Assets



Cost / Income Ratio



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

---Reported Cost/Income --- Adjusted Cost/Income



SUMMING UP

(€m)	FY23	FY24	% Chg
Net Financial Income	321.3	338.6	5.4%
Net recurring fees	447.6	476.1	6.4%
Variable fees	19.2	166.4	n.m.
Total Banking Income	788.2	981.1	24.5%
Core operating costs	-246.8	-264.6	7.2%
Total operating costs	-276.7	-294.0	6.2%
Operating Profit	511.5	687.1	34.3%
Operating Profit excl. performance fees	492.2	520.7	5.8%
Net adjustments for impaired loans and other assets	-0.5	1.8	n.m.
Net provisions for liabilities and contingencies	-49.8	-105.8	n.m.
Contributions to banking and insurance funds	-16.1	-12.6	-21.9%
Gain (loss) from disposal of equity investments	-1.1	-0.8	-31.7%
Profit Before Taxation	443.8	569.8	28.4%
Direct income taxes	-117.8	-138.5	17.6%
Tax rate	26.5%	24.3%	-2.2 p.p.
Net Profit	326.1	431.2	32.2%
Recurring Net Profit ²	320.3	339.3	5.9%

Comments



Solid growth in operating profit (+34% YoY) reflecting:

- significant asset expansion
- ongoing improvement in product mix
- favorable financial markets captured in performance delivered to clients

Operating costs increased single digit even including launch of new Swiss project



Total non operating charges ¹ amount to €117m (vs. €68m in 2023). The change refers to:

- €10m for the change in discount rate on actuarial funds
- €12m o/w M&A (€3m) and staff provisions (€9m) for voluntary early retirement to promote generational and skill turnover
- €5m for network restructuring and retention
- €22m for other risks and charges linked to commercial initiatives and other adjustments



Reported net profit at €431m (+32% YoY) after an average tax-rate of 24.3% (-2.2 ppts) on higher contribution from foreign entities on total result



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Net Inflows, Assets and Recruiting

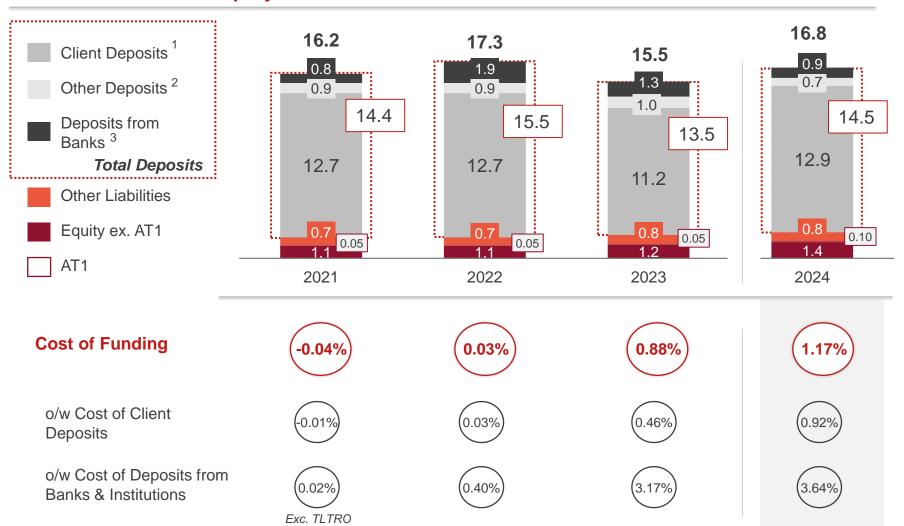
Business Update and Closing Remarks

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BALANCE SHEET – TOTAL LIABILITIES & EQUITY SPIKE IN DEPOSITS AT YEAR-END

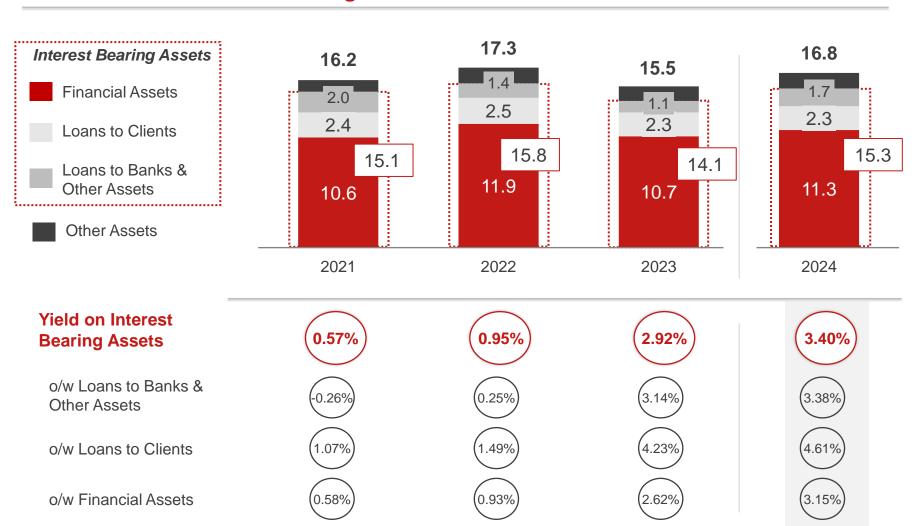
Total Liabilities & Equity: Volumes and Yields €\bn



- FY 2024 total deposits⁴ at €14.5bn (+8% YoY) matching 2021 level
- FY 2024 average cost of funding at 1.17% tracking trend in market rates

BALANCE SHEET – TOTAL ASSETS WELL DIVERSIFIED ASSET GROWTH

Total Assets & Interest Bearing Assets: Volumes and Yields €\bn





- of total) maintain a defensive profile
- Loans to clients (15% of total) broadly unchanged YoY
- Loans to banks (11% of total) driven by increased liquidity

bearing assets at 3.40% exploiting trend in market rates



2024 DIVIDEND PROPOSAL

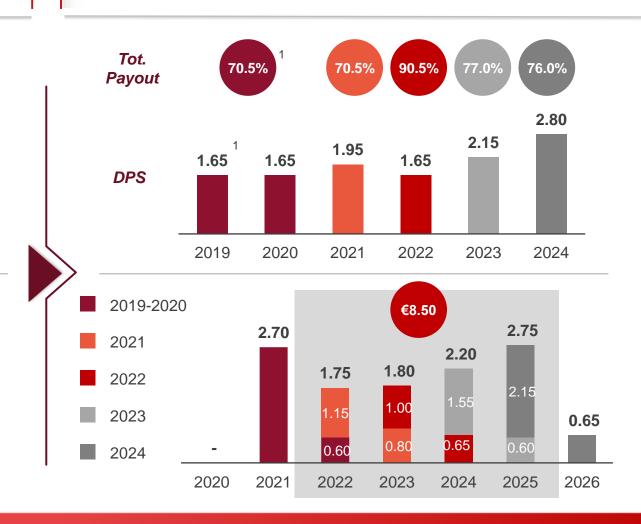
FULLY EXPLOITING THE FLEXIBILITY OF OUR DIVIDEND POLICY

Dividend Policy

Dividend Proposal

DPS (€) and Dividend Payout (Accounting View)

> DPS (€) (Cash View)





FY 2024 DPS proposal at €2.80 per share (76.0% payout on consolidated net profit)

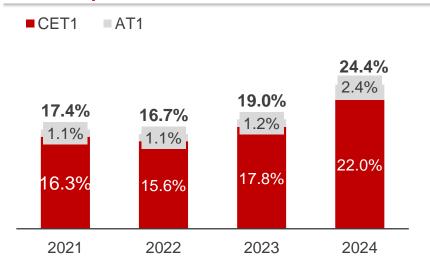
2024 DPS payment follows the tranching mechanism:

- _ €2.15 in 2Q 2025
- _ €0.65 in 1Q 2026
- Total Dividend Payment at €1bn (cash view) over the 2022-2025 timespan set by the plan
- 2nd tranche of 2023 DPS (€0.60) ex-date on 24 February 2025

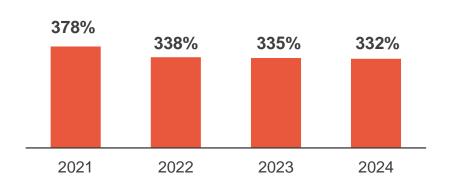


CAPITAL AND LIQUIDITY RATIOS CAPITAL RATIOS AT RECORD LEVELS

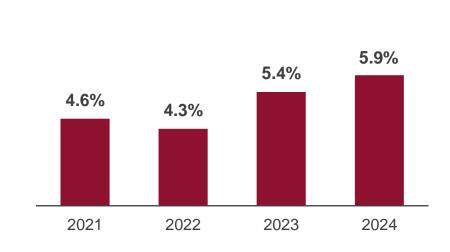
Total Capital Ratio %



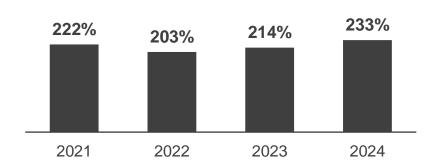
Liquidity Coverage Ratio %



Leverage Ratio %



Net Stable Funding Ratio %





Strong capital ratios (CET1 +4.2ppts YoY) on retained earnings and RWA optimization.

FY 2024 TCR ratio at 24.4% including new AT1

Both ratios well above SREP requirement of 8.3% for CET1 ratio and TCR 12.6% for 2025

- Leverage ratio further improved even accounting for a sharp increase in liquidity in the last quarter
- Liquidity ratios at best practice level amongst Italian banks



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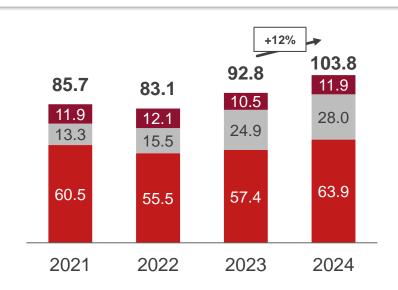
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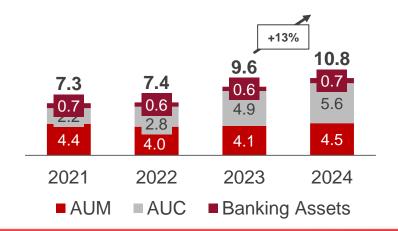
TOTAL ASSETS (1/2)

AT RECORD HIGH LEVEL WITH IMPROVING MIX

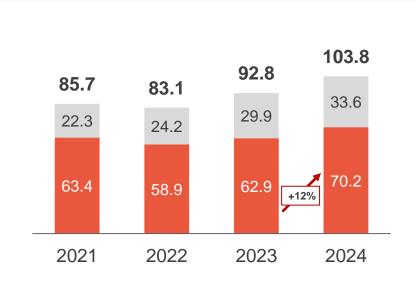
Total Assets €\bn



o/w Assets under Advanced Advisory €\bn



Total Assets (by Fee Category¹) €\bn



- Other Assets (Other Fees)
- Assets under Investment (Investment Fees)

Assets under Investment / Total Assets











FY 2024 Total Assets at €103.8bn (+12% YoY) thanks to positive net new money (+€6.6bn) and asset performance (+€4.4bn)

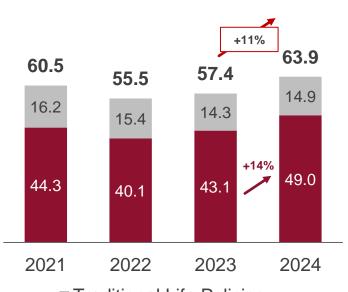
- FY 2024 Assets under Investment at €70.2bn (+12% YoY) driven by:
 - turnaround of Insurance products
 - speed up of demand for Managed Solutions
- FY 2024 Assets under
 Advanced Advisory at
 €10.8bn (+13% YoY)
 achieving 10.4% of Total
 Assets



TOTAL ASSETS (2/2)

MANAGED SOLUTION ON TOTAL ASSETS INCREASING

AUM Products €\bn



- Traditional Life Policies
- Managed Solutions ¹

Managed Solutions / Total Assets









Wrappers / Managed Solutions



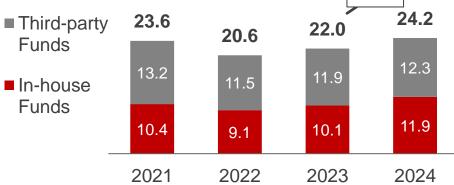






o/w Managed Solutions - Wrappers €\bn







(+17% YoY)

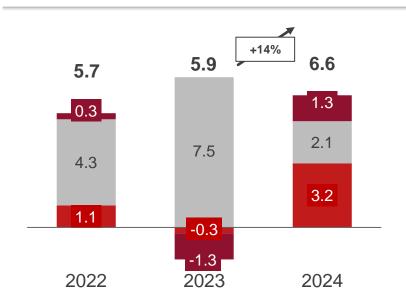
FY 2024 Wrappers at 50.6% of total Managed Solutions, a steady increase from 46.7% in 2021

FY 2024 In-House Funds (+18% YoY) boosted by positive net inflows and investment performance

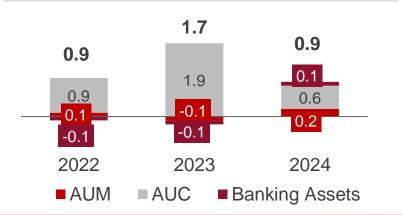


NET INFLOWS (1/2) STRONG IMPROVEMENT IN PRODUCT MIX

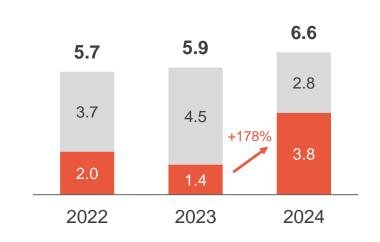
Total Net Inflows €\bn



o/w Net Inflows in Advanced Advisory €\bn



Total Net Inflows (by Fee Category¹) €\bn



- Other Assets (Other Fees)
- Assets under Investment (Investment Fees)

Assets under Investment / Total Net Inflows





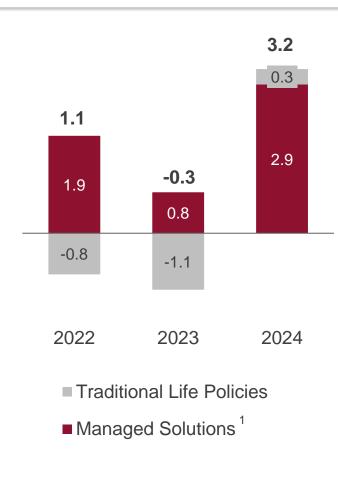




- FY 2024 AUI at €3.8bn (+178% YoY) equal to 58% of total net inflows, more than double compared to last year
- AUI underlying mix strongly improved with AUM products representing 83% of total

NET INFLOWS (2/2) STRONG RESULTS ACROSS ALL PRODUCT LINES

AUM Products €\bn



o/w Managed Solutions - Wrappers €\bn



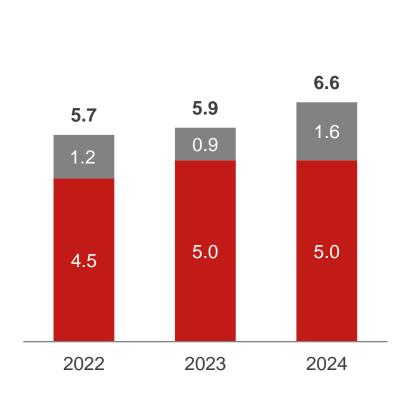


FY 2024 Total Net Inflows in AUM products at €3.2bn mainly driven by:

- Financial Wrappers at €1.6bn (+125% YoY)
- In-House Funds at €1.0bn (+150% YoY), reflecting increasing interest in new LUXbased strategies launched during the year
- Insurance Products at €1.2bn inflows (vs. outflows for €1.1bn in 2023)

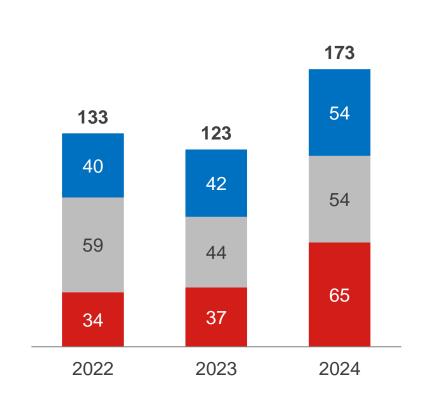
NET INFLOWS BY ACQUISITION CHANNEL BEST RECRUITING CONTRIBUTION OF THE LAST THREE YEARS

Net Inflows by Acquisition Channel €\bn



- Net Recruitment (FAs In/Out)
- Existing Network¹

Recruitment by Acquisition Channel #



- FAs without Remuneration Package & Junior FAs
- From Retail & Private Banks
- From FA Networks



FY 2024 Net Inflows from net recruitment at 25% of total (vs. 18% 2022-2023 average) reflecting increasing recruitment

- FY 2024 new recruits at 173 (vs. 128 2022-2023 average) with a welldiversified quality of new profiles
- Focus on new talents to speed up Team Approach



NET INFLOWS: JANUARY UPDATE

POSITIVE NET INFLOWS CONTINUE AFTER STRONG CLOSE OF THREE-YEAR PLAN

Net Inflows Breakdown by Fee Category¹ €\bn



Assets under Investment

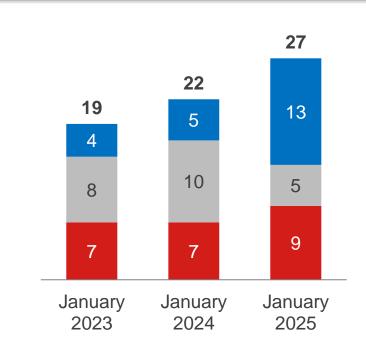
Assets under Investment / Total Net Inflows







Breakdown of **New Recruits #**





- From Retail & Private Banks
- From FA Networks



Best January results of the last three years both in terms of volumes and product mix.

Ongoing positive trend for financial wrappers, inhouse funds and traditional insurance



Recruiting started on a solid footing with a focus on a junior profiles for Team Approach



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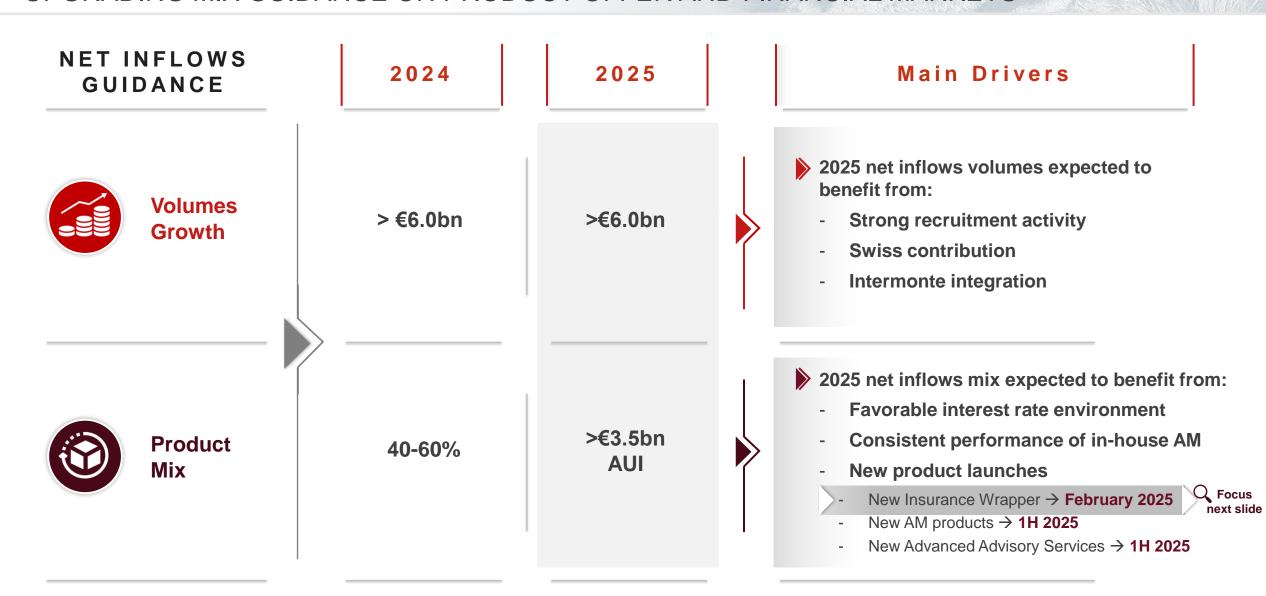
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BANCA GENERALI'S GROWTH PATH

UPGRADING MIX GUIDANCE ON PRODUCT OFFER AND FINANCIAL MARKETS



NEW INSURANCE PRODUCT

TO MEET THE EXPECTED GROWTH IN DEMAND FOR LONG-TERM SAVINGS AND PROTECTION

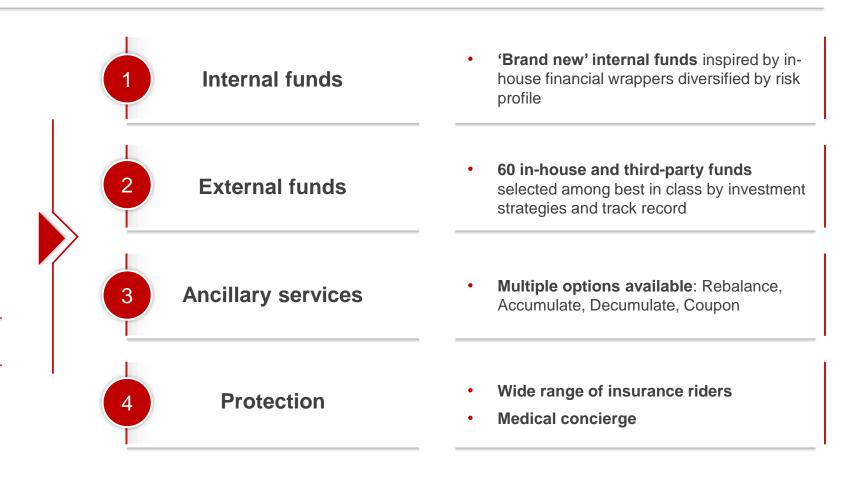


NEW INSURANCE WRAPPER WITH INNOVATIVE UNDERLYING INVESTMENT APPROACH AND EXPANDED PROTECTION COMPONENT

Launch of a new Insurance Wrapper with innovative features:



From February 2025



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- **Financial Back-up**
- Banca Generali at a Glance
- **Key Projects**
- **Sector Data**

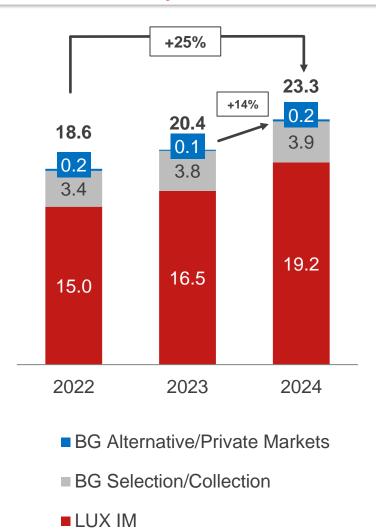




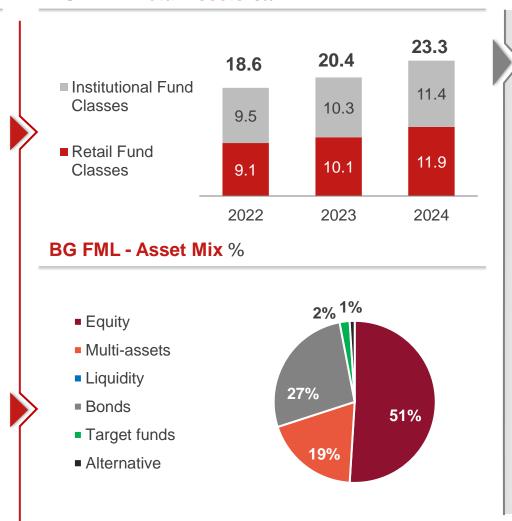
FOCUS ON BG FUND MANAGEMENT LUXEMBOURG (BG FML)

DEEP DIVE ON LUX ASSETS

BG FML - Assets by SICAV €\bn



BG FML - Total Assets €\bn



Retail fund classes at 51% of BG FML total assets (+2ppts YoY)

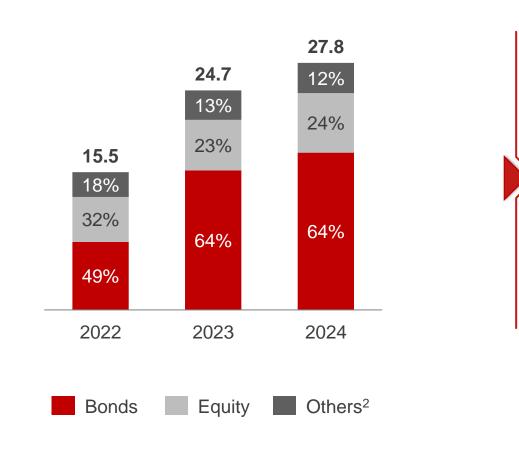
FY 2024 equity
exposure at 51%
of total BG FML
assets with a focus
on global and
thematic funds

FOCUS ON AUC ASSETS

SIGNIFICANT EXPOSURE TO LIQUID AND IN-PROFIT BONDS

AUC by Product Mix¹ €\bn

Key Features



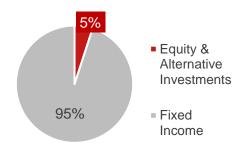
- **€4.2bn bonds due to expire within 1 year**
- > 75% of bonds carrying unrealized capital gains
- 4% of total AUC invested in structured products (certificates)
- 23% of AUC under advanced advisory

FOCUS ON FINANCIAL ASSETS

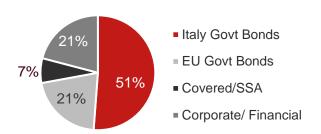
HIGH QUALITY, LIQUID AND WELL DIVERSIFIED INVESTMENT MIX

Focus on Financial Assets (Banking Book)

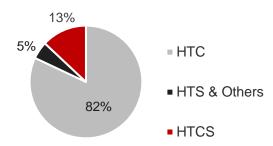
Total PTF Classification



Bond PTF Classification

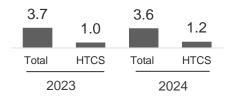


Total PTF - IFRS Classification

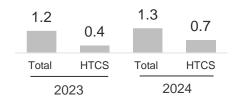


Bond portfolio: Fixed rate bonds at 54%

Bond PTF Maturity



Bond PTF Duration





High quality and well diversified financial assets:

- 99% of the bond portfolio is made up of investment grade securities
- 38% of the bond portfolio is rated ≥ A-
- Italy govt bonds represent 51% of total

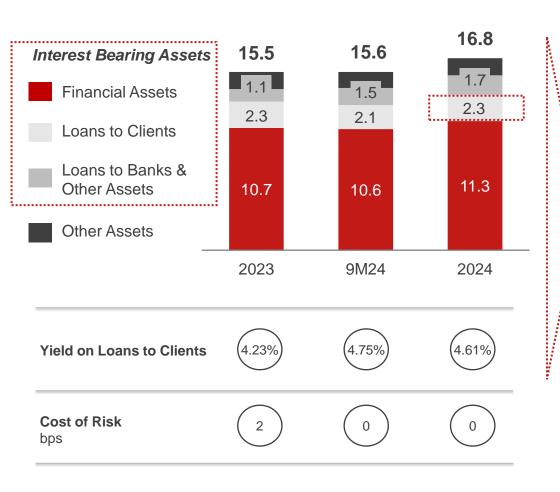
Limited P&L volatility since most financial assets are accounted at HTC (82% of total)

Duration and maturity reflect a conservative approach

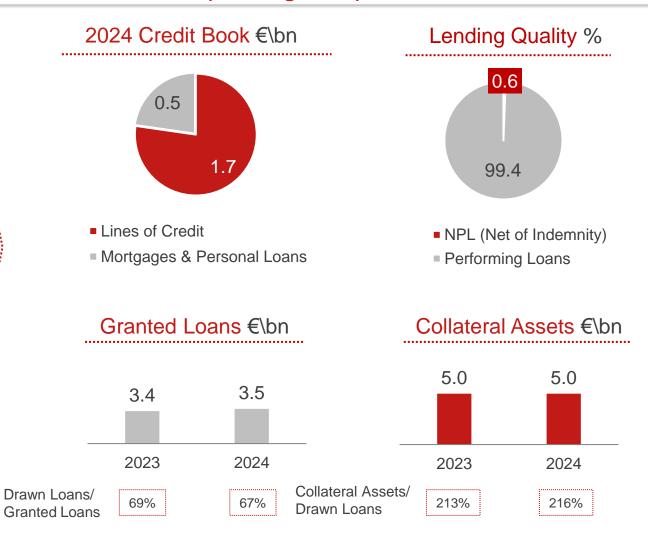


FOCUS ON LOAN BOOK HIGH QUALITY LOAN BOOK

Total Assets and Interest Bearing Assets €\bn



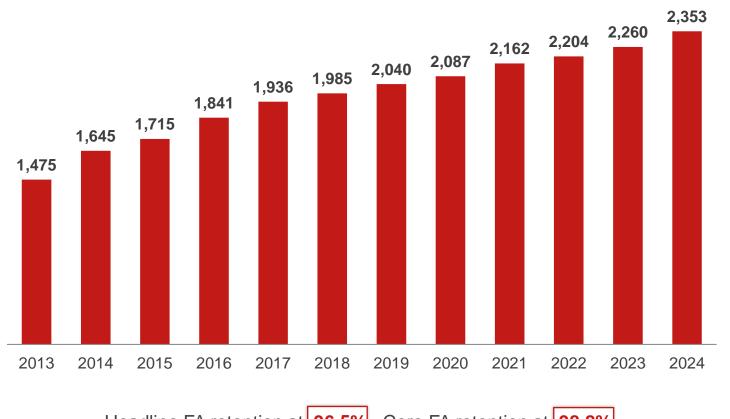
Focus on Loan Book (Banking Book)



FOCUS ON FINANCIAL ADVISORY NETWORK (1/2)

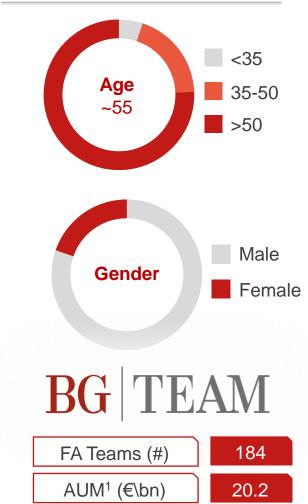
SIZE OF THE NETWORK AND KEY FEATURES







Key highlights

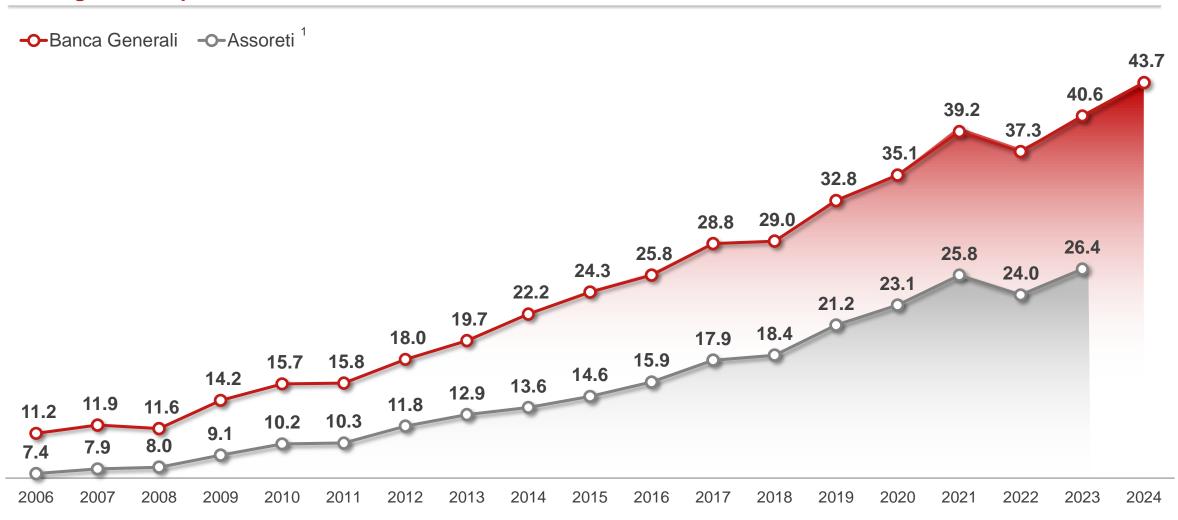




FOCUS ON FINANCIAL ADVISORY NETWORK (2/2)

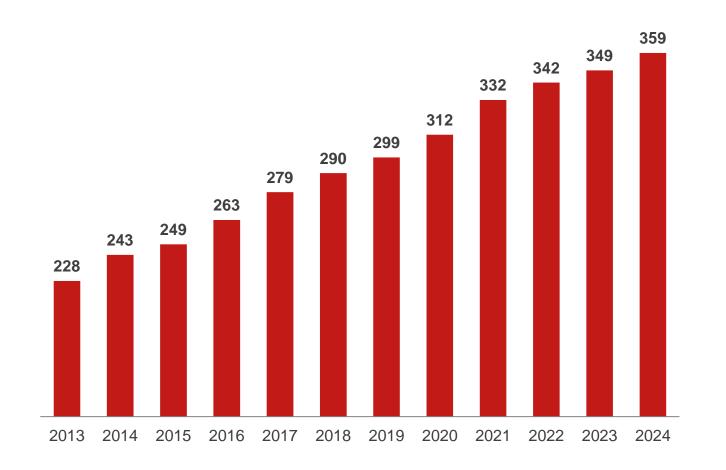
WIDENING THE GAP WITH THE REST OF THE INDUSTRY

Average Assets per FA €\m

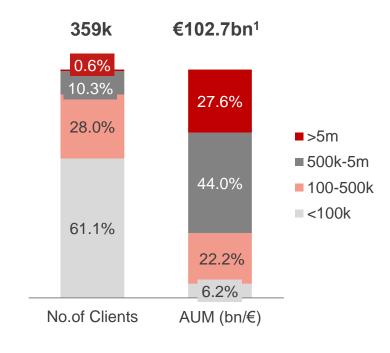


FOCUS ON CLIENTS TREND AND KEY FEATURES

Total No. of Clients '000



Breakdown by Cluster of Clients



Private Banking Assets²: €73.5bn Private Banking Clients: >39k



To be the No.1 private bank, unique by value of service, innovation and sustainability

FY 2024 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

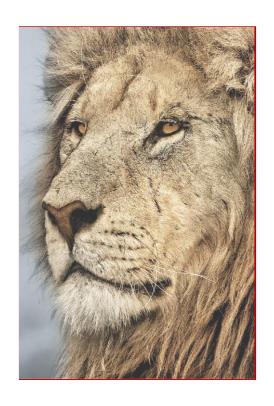
- **Financial Back-up**
- Banca Generali at a Glance
- **Key Projects**
- **Sector Data**





BANCA GENERALI IN A NUTSHELL MAIN HIGHLIGHTS





One of the fastest-growing asset gatherers in Europe¹ and #3 player in the Private Banking space in Italy²

Capital-light business model, leveraging on a Network of 2,353 **Financial Advisors ranked at the top of the industry**³ by quality and productivity

Frontrunner in introducing an **open architecture business model** in Italy, Banca Generali also relies on an **open banking approach** to leverage the best partners over time

Several times awarded Best Private Bank in Italy⁴ and Best Financial Advisor Network by Customer Satisfaction⁵

Controlled by **Assicurazioni Generali** with a stake of **50.2%**, Banca Generali recorded Total Return Rate of +1075% since its listing on the **Italian Stock Exchange** in November 2006

Awarded Best Sustainable Private Bank in Italy⁷ and included in Sustainalytics' 2024 ESG Top-Rated Companies List

International footprint with a consolidated presence in Luxembourg and a growing one in Switzerland



BANCA GENERALI'S AMBITIONS MISSION, VISION AND PURPOSE



Vision

To be the **No. 1 private bank**, unique by **Value of Service**, **Innovation** and **Sustainability**



Mi

Mission

Trusted professionals always by the **Client's side**, developing and looking after their life plans



Purpose

To protect and **improve the lives of people** and businesses by enhancing the **management of their assets and savings**

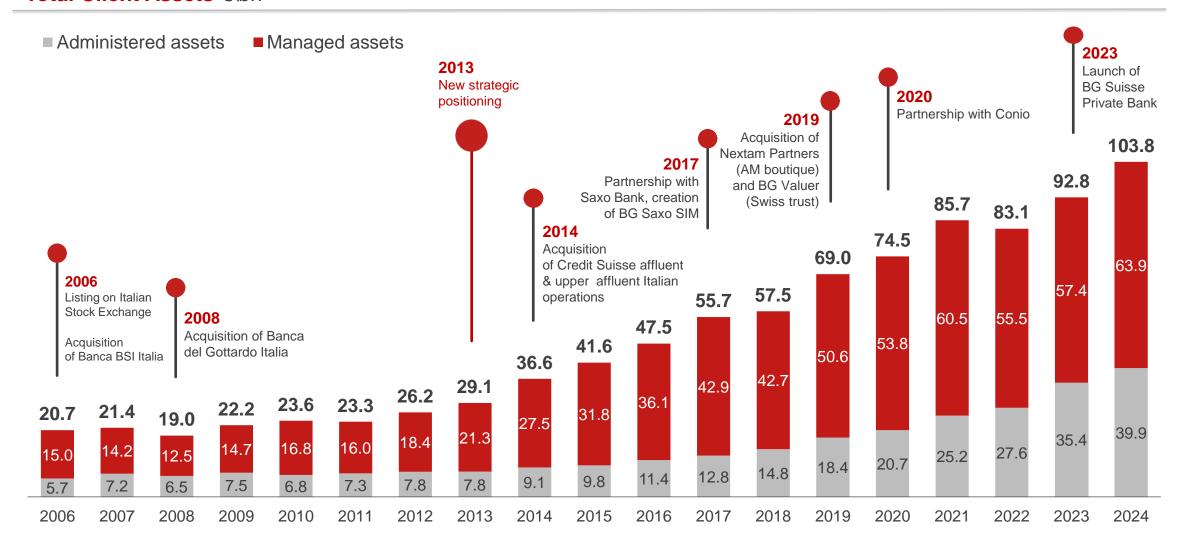






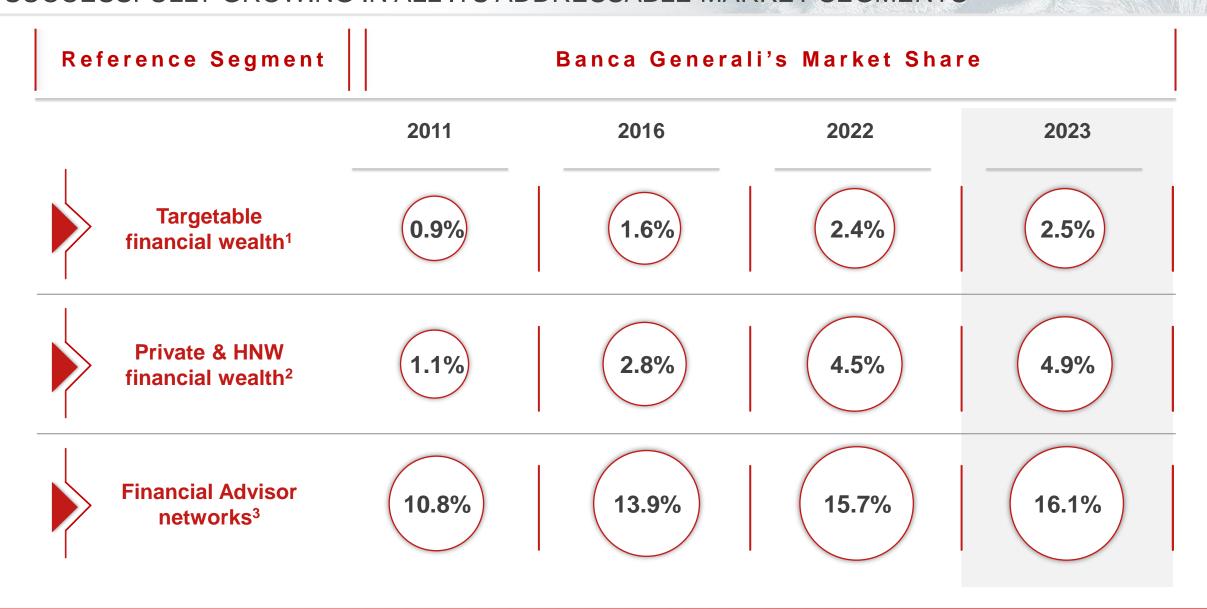
BANCA GENERALI'S KEY MILESTONES A YOUNG AND FAST-GROWING COMPANY

Total Client Assets €\bn



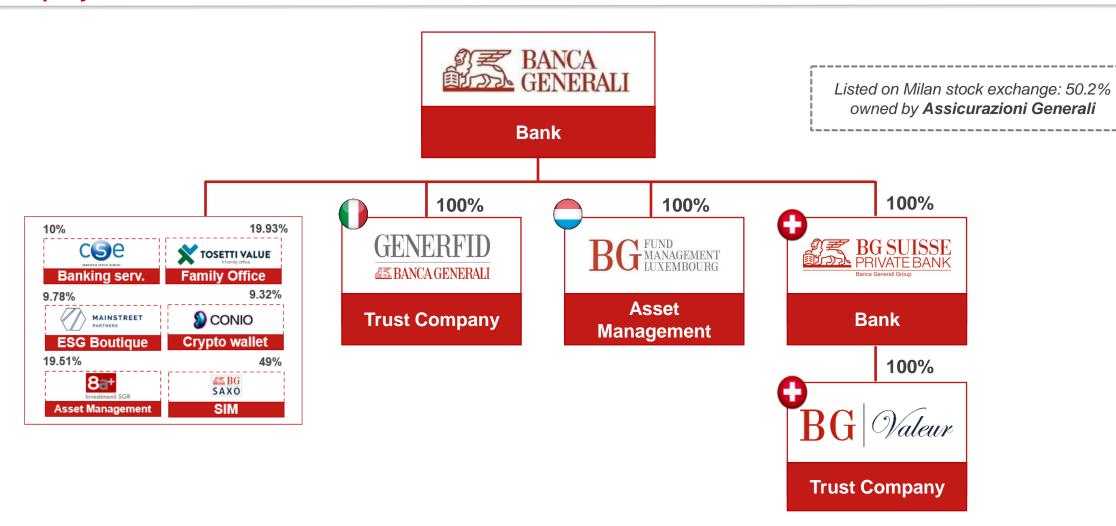
BANCA GENERALI'S MARKET SHARE

SUCCESSFULLY GROWING IN ALL ITS ADDRESSABLE MARKET SEGMENTS



BANCA GENERALI'S ORGANIZATION COMPANY STRUCTURE

Company Structure



BUSINESS MODEL

FOCUSED ON GROWTH AND LEVERAGING ON FLEXIBILITY

Banca Generali's Business Model

1 DISTRIBUTION



Private Banking positioning and best in class distribution network

Banca Generali's core competitive advantage

PRODUCTS & SERVICES

- Banking products
- AUC products
- Managed solutions
- Insurance solutions
- Alternative solutions

- Investment Advisory
- Real-estate advisory
- Succession planning & family protection
- Corporate advisory
- Trust Services

Wealth management approach leveraging on open architecture and best-of-breed partnerships

3 SUPPORT

IT Platforms and Digital Tools, Training, Marketing, Communication

Open banking and data driven approach

4 BANK

Limited capital absorption, low risk banking book, secured loans



Simple & low risk balance sheet

BG'S FAs AT TOP RANKING IN THE INDUSTRY BOTH IN TERMS OF POSITIONING AND PRODUCTIVITY

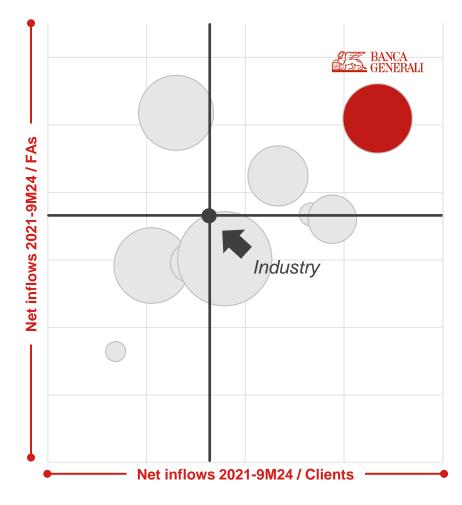
Positioning vs Industry

FA networks by total assets per capita: FAs vs Client

BANCA GENERALI Industry · Total assets / Clients

Productivity vs Industry

FA networks by net inflows per capita: FAs vs Clients



- Banca Generali ranks at the top of FA networks, by:
 - Positioning avg. total assets of FA/Client;
 - Productivity avg. net inflows per FA/Client

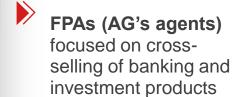
BG NETWORK ARCHITECTURE NEW NETWORK ORGANIZATION DRIVEN BY PORTFOLIO SIZE AND TYPE OF CONTRACT

		Cluster	Assets (%)	FAs (#)	Assets/FA (€\m)
Senior Partners Network	BANCA GENERALI PRIVATE SENIOR PARTNER	Senior Partners PTF >€150m	(17%)	100	174.1
	BANCA GENERALI PRIVATE WEALTH MANAGEMENT	Wealth Managers PTF >€50m	(20%)	321	63.8
WM & Private Network	BANCA GENERALI PRIVATE PRIVATE BANKING	Private Bankers PTF €15-50m	(53%)	1,463	36.7
	BANCA GENERALI PRIVATE FINANCIAL PLANNER	Financial Planners PTF <€15m	3%)	270	10.5
FPA Network	BANCA GENERALI PRIVATE FINANCIAL PLANNING AGENT	Financial Planning Agents (FPAs)	2%)	105	20.1
RM Network	BANCA GENERALI PRIVATE RELATIONSHIP MANAGER	Relationship Managers	4%)	61	68.4



Senior Partner Network: unique in terms of positioning to consolidate excellence and enhance support and service to Clients

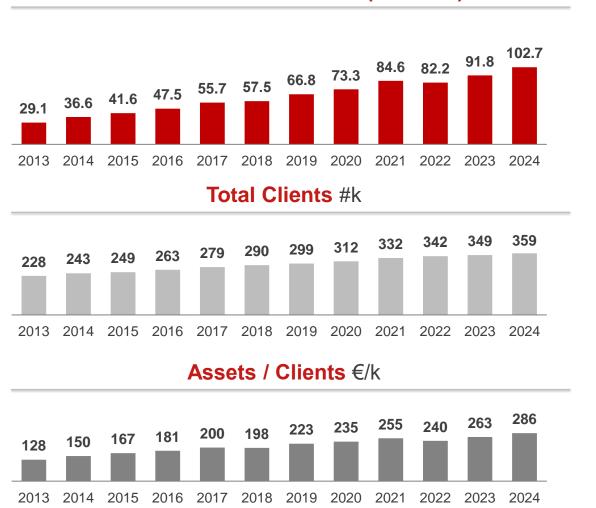
WMs, PBs & FPs with one leader on the field and dedicated structures for diverse segments



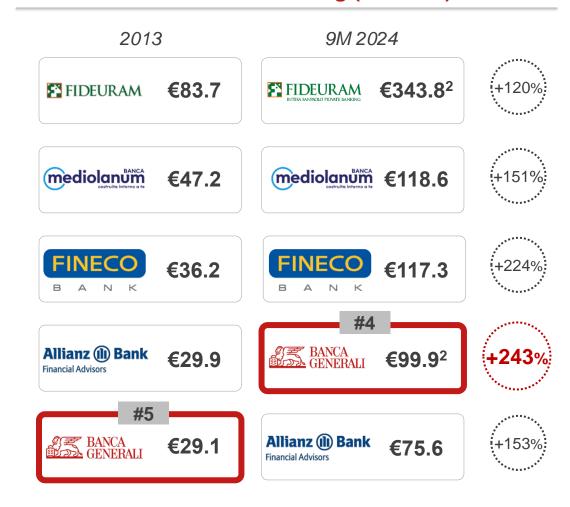
Relationship Managers (employees)

BG RANKING #4 IN FA NETWORKS IN ITALY STRONGEST INCREASE IN ASSETS OVER THE LAST 10 YEARS

Banca Generali - Total Assets (Assoreti)¹ €\bn



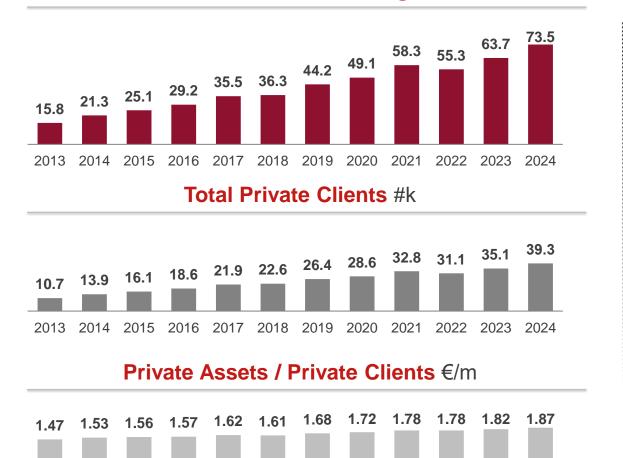
FA Network Sector Ranking (Assoreti) €\bn



1

BG RANKING #3 IN PRIVATE BANKING IN ITALY SUCCESSFUL STRATEGIC REPOSITIONING STARTED IN 2013

Banca Generali - Private Banking Assets¹ €/bn

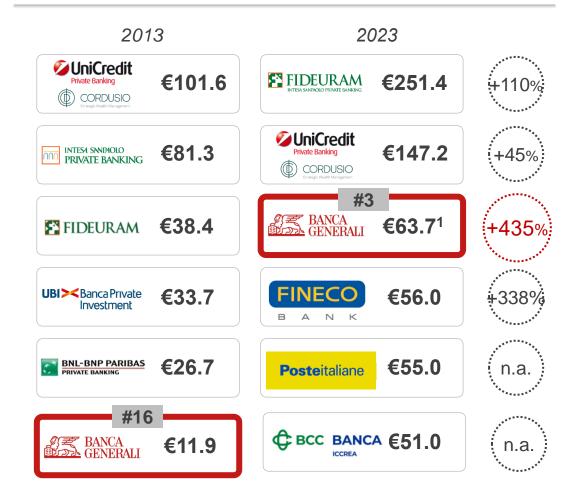


2019 2020

2021

2022 2023

Private Banking Sector Ranking (Magstat), €/bn



2013 2014 2015 2016 2017 2018

BANCA GENERALI'S AWARDS

RECOGNIZED PLAYER IN THE ITALIAN WEALTH MANAGEMENT SPACE

Wealth Management/ Private Banking



Best Private Bank in Italy (2024)

Financial Times - Global Private Banking Awards



Best Discretionary Mandates Team (2023)

Deutsche Institut fur Qualitat und Finanzen



Top Current Account (2023/2024)

Deutsche Institut fur Qualitat und Finanzen

Financial Advisor Network



Best Financial Advisor network by Customer Satisfaction (2025)

Deutsche Institut fur Qualitat und Finanzen



Best Distribution Network (2024)

ICA – Italian Certificates Awards 2024



Ranking First in Asset Management for Customer Service (2024/2025)

Statista

ESG



Top Sustainable Bank in Italy (2024)

BFC Media - Private Banking Awards



Sustainability Champion (2024/25)

Deutsche Institut fur Qualitat und Finanzen



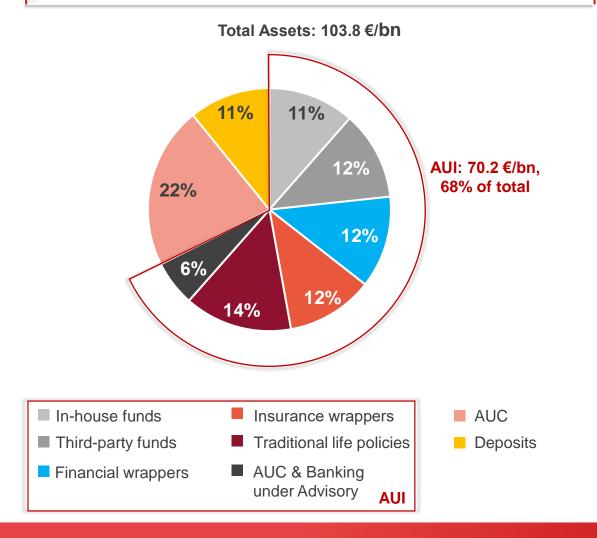
Sustainability Awards 2023

Among the most sustainable companies according to Statista

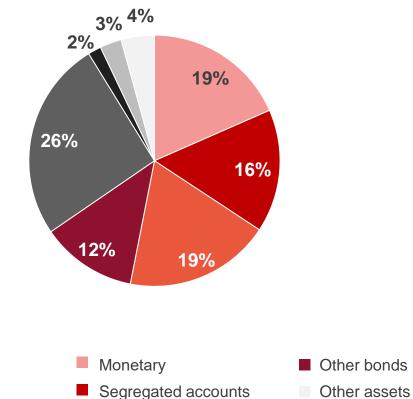


BG WELL-DIVERSIFIED CLIENT PORTFOLIO ALLOWING A TAILOR-MADE VALUE PROPOSITION

Total Assets by Product Segment €\bn



Total Assets by Asset Mix¹%



Govies

Equity

■ Structured

Alternative

WEALTH MANAGEMENT APPROACH SUPPORTED BY A WIDE RANGE OF PREMIER PARTNERSHIPS

Partnerships with Leading Service Providers











BANCA GENERALI

LAW FIRMS

An Advanced Advisory model to address financial and non-financial needs of our Clients and their families

TRAINING SUPPORT APPROACH COMBINING PHYSICAL AND DIGITAL

Physical Location



A **space** dedicated to **classroom training** for Financial Advisors, as well as a venue for **representation/events**



Training Platform



A **single channel** dedicated to **FAs training**





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KEY STRATEGIC PROJECTS

AMBITIONS AT WORK



Data-driven Bank

Continue to build a data-driven, digital and open bank



International expansionAccelerate business expansion in Switzerland



Intermonte integration

Further enhance Banca Generali's distinctive value proposition



Sustainability

Be the ESG reference point for all our Stakeholders



DATA-DRIVEN BANK (1/3)MAIN HIGHLIGHTS





Unrivalled source of direct data collection for financial companies amid growing market regulation (GDPR/AI Act)

State-of-the-art data architecture in cloud (AWS) with reference to data collection, data governance and data management with a single view of data within the entire organization

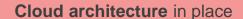
Great focus on usage of data to enhance business development and increase the FAs network productivity (both of the bankers and managers)

Scoring of client potential dashboard launched in 2023 with reference to Clients, a powerful tool which provides business insights based on significant events in client life

SCORING OF POTENTIAL (2/3)

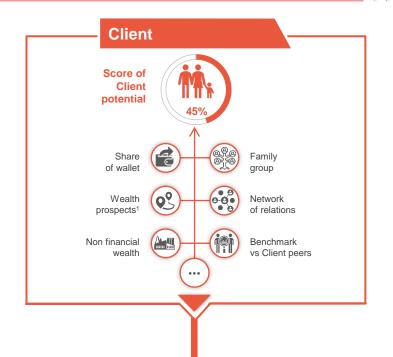
EXPLOITING DATA TO POWER THE COMMERCIAL PROCESS

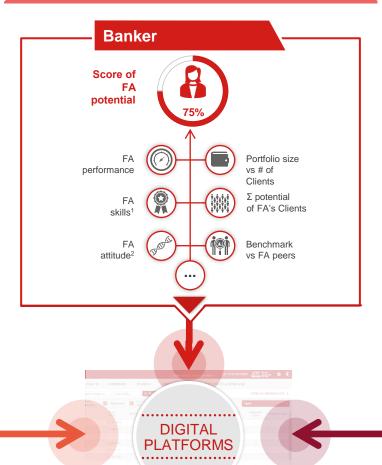


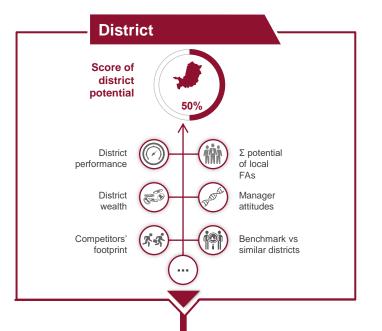


Provide the FA network with engagement ideas to stimulate **commercial process**

Foster collaboration between Bank and FA network

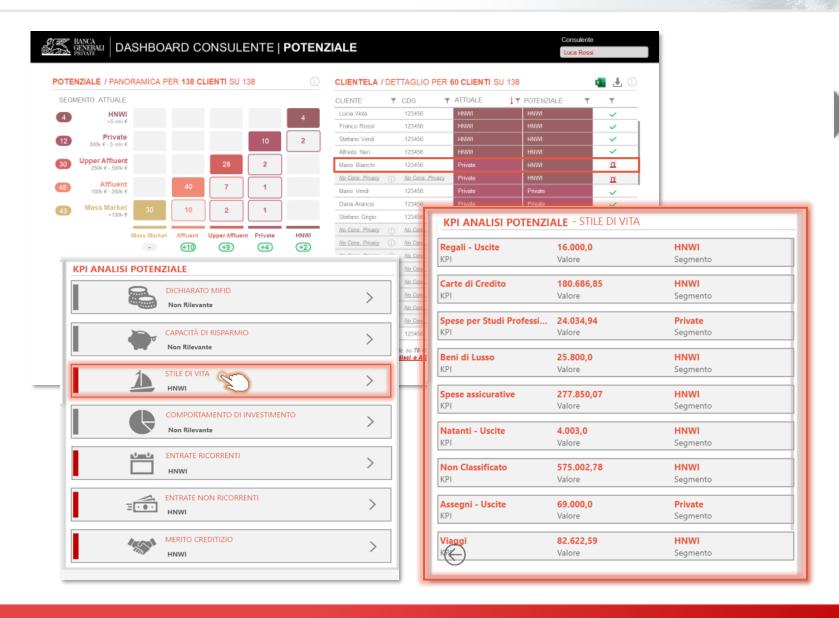






SCORING OF POTENTIAL (3/3) FIRST TOOL FOR SCORING CLIENT POTENTIAL







First proprietary tool for scoring client potential (fully developed in-house)



Commercial approach co-designed with FA Network to identify databased value proposition in order to develop relationship with clients

Continuous monitoring of results and subsequent overall approach calibrations



EXPANSION IN SWITZERLAND (1/3)

MAIN HIGHLIGHTS





Large targetable market estimated at ~140 €\bn, of which:

- 80 €\bn¹ represented by potential assets referring to Italian clients
- 60 €\bn¹ represented by targetable assets to be managed onshore in Switzerland

Opportunity arising from change in regulation, ongoing sector consolidation and overwhelming presence of 'traditional' business models

Launch of disruptive business model through a challenger Bank ("BG Suisse") with digital mindset, no IT legacy, strong brand and leveraging on:

- 1. Two growth engines: clients in Switzerland (onshore) and clients in Italy (offshore) in need of diversification of their booking centers
- 2. Up and running reporting and investment infrastructure internally developed by Banca Generali (BG International) providing a view on aggregated wealth (Italy + Switzerland)

BG SUISSE PRIVATE BANK (2/3) TARGET MARKETS AND MODEL





CLIENTS MANAGED IN SWITZERLAND

- Onshore clients in Ticino
- Onshore clients in the rest of Switzerland
- Clients resident in selected other countries already with a custody account in Switzerland or looking for one

Target Model

Target

Clients



Custody and private banking services



CLIENTS MANAGED IN ITALY

- BG clients with need for diversification in terms of booking centers
- BG clients and new clients that already have Swiss AUM at third banks (growth opportunities)







Custody



BG SUISSE PRIVATE BANK (3/3)

FINANCIAL KPIS



CH operations

KPI

Target



2024 Total Assets €\bn €1.4bn

o/w booking center: €0.3bn o/w managed and advisory: €1.1bn



2025 Total Assets €\bn

€2.0-2.5bn

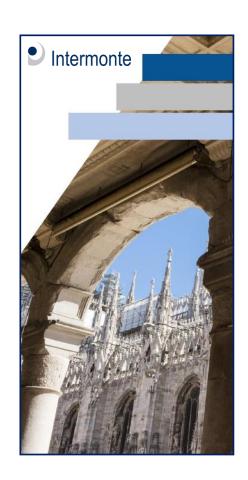
by year-end



New Recruits of Swiss Bankers # New 20-30 private bankers in BG Suisse for the 2024-2026 period

INTERMONTE INTEGRATION (1/5) MAIN HIGHLIGHTS





Intermonte is an independent Brokerage Company (SIM) with >30 years of experience in the Italian market and a focus on the small/mid caps

It mainly operates in two areas, supported by an **Equity Research team**:

- **Negotiation, Trading and Derivatives** (~70-75% of Group revenues) with distinctive skills in equity and ETFs
- Investment Banking area (~25-30% of Group revenues), which provides ECM/DCM activities and M&A / Corporate Advisory

BG launched a Voluntary Tender Offer in cash for 100% of Intermonte's shares at an offer price of €3.04 p.s.

Following an acceptance rate of 95.332%, Intermonte was delisted on 5 February 2025 and is going to contribute to the Group's results



INTERMONTE INTEGRATION (2/5) STRATEGIC & FINANCIAL RATIONALE



The transaction aims at internalizing market-recognized capabilities and proven track records that would be difficult to replicate in-house in order to enhance and differentiate BG's network positioning



Compelling strategic and industrial rationale

- Insourcing strategic skills in trading, derivatives and investment banking in order to further enhance Banca Generali's value proposition
- Increasing the loyalty of Clients and Bankers by improving Network support and expanding its offering, thus ensuring customized services to satisfy the needs of HNW / entrepreneurs



Attractive financial profile

- Sizeable revenue synergies spread across key business lines leading to an estimated return on investment (ROI) higher than the bank's own cost of capital
- Dividend policy expected to remain unchanged given that Banca Generali's high capital ratios will easily absorb Intermonte-induced capital requirements (≤ 3ppts)

COMPELLING INTEGRATION BENEFITS (3/5)

BROKERAGE & MARKET MAKING



Business Opportunities





Leveraging on trading expertise and dedicated Research and Advisory Activity around Equities, ETFs, Derivatives



Internalizing margins on Banca Generali's negotiation flows (i.e. market-making on ETFs and cash equities and derivatives)



Delivering tailor-made overlay solutions with option strategies

Equity/ETF/Derivatives Trading – Powered Value Proposition

Equity/Derivatives/ETF Company, Sector, Equity brokerage ETF brokerage Derivatives brokerage Macro research advisory BANCA GENERALI (AS IS) BANCA GENERALI Intermonte Research capabilities - Active strategic advisory - Primary market making Primary market making - ETF & ETC brokerage on Italian and European on Italian equities, on 50+ ITA stocks for options and futures - Market making on ETFs Key corporate bonds and stocks with a focus on - Volatility Spread Trading on single stocks and features SMEs (95% of total IT derivatives through the Basket trading FTSE-MIB index options - Algorithmic trading on EU market cap) Websim platform Macro analysis on Italy and US markets



COMPELLING INTEGRATION BENEFITS (4/5)

STRUCTURED PRODUCTS

strategies



Business Opportunities





Structured Products



Leveraging Intermonte's derivatives desk to internalize the **derivative component of structured products**



Further push on enriching the offer with advice and brokerage of structured products also on the secondary market



Exploiting Intermonte's digital platform (Websim) to attract new clients

Structured Products - Value Chain

Product Structuring Product **Placement** Placement/Activity derivative component marketing on primary market on secondary market design BANCA GENERALI (AS IS) BANCA GENERALI Intermonte (TO BE) Proven track record in Structuring of Promoting/advising Dedicated digital advisory Proven track record in and marketing platform designing successful customized hedging placing certificates to incertificates on the Key structured products component (options) (Websim) to both clients house clients secondary market features and FAs leveraging on Websim Competences on option - Marketing and storytelling



platform

COMPELLING INTEGRATION BENEFITS (5/5)

INVESTMENT BANKING



Business Opportunities





Further differentiating Banca Generali's proposition to attract senior FA profiles, expanding the proposition for entrepreneur-clients and approaching new client segments



Capturing a client segment (entrepreneurs and SMEs) exposed to the megatrend of generational wealth transfer and the associated liquidity events



Capitalizing on current regulatory trends and on government support to enhance the SME capital market

Investment Banking – Service Upscale





SUSTAINABILITY (1/5) MAIN HIGHLIGHTS





Distinctive ESG commercial approach leveraging on our ESG-dedicated proprietary platform allowing for a unique investment offer aligned to the 17 UN SDGs

Strong commitment to offer ESG solutions translating into €20.9bn assets invested in ESG products (42.6% of managed solutions) on behalf of BG's clients

In-depth ESG training programme for Financial Advisors enhanced with the introduction of the role of BG Sustainable Advisor

Sustainability fully incorporated into our governance structure - ESG integrated in the Managing Committee and in all Board Committees - and risk management framework

Investing in the growth of our people: increase in training hours for employees with a focus on **digital transformation** and **sustainability impact**

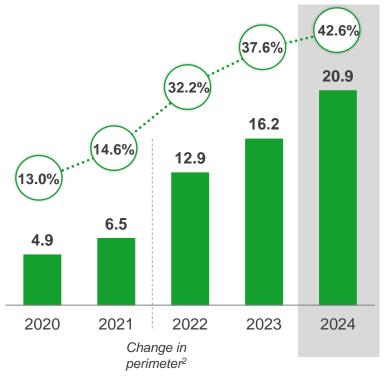
Several recognitions by the most relevant ESG rating agencies. Among others, awarded top ranking company among "Diversified Financials" by Sustainalytics

SUSTAINABLE VALUE PROPOSITION



ESG Assets €\bn

Steady increase in ESG assets¹ to €20.9bn, reaching 42.6% of managed solutions (+5.0 ppts YoY)



% on Managed Solutions

BGPP: our ESG Platform

BG Personal Portfolio (BGPP) is our ESG dedicated platform allowing for a unique investment choice aligned to the 17 UN SDGs

UN SDGs



ESG dedicated platform



Fund selection and ranking



ESG reporting





SUSTAINABILITY (3/5)

ESG RATINGS: TRENDS & MAIN IMPROVEMENTS



Key ratings



Main take-aways

- In 2024, Banca Generali received a **rating of A** (on a scale of AAA-CCC) in the MSCI ESG Ratings assessment
- In 2024, Banca Generali SpA received an ESG Risk Rating of 6.07 and was assessed by Morningstar Sustainalytics to be at Negligible level of risk, coming in first place in the world ranking for the Asset Management and Custody Services subindustry



- Banca Generali scored 65 (out of 100) in the S&P Global Corporate Sustainability Assessment (CSA Score date: 27/11/2024)
- Based on 2023 score, Banca Generali SpA was included in the S&P
 Global Sustainability Yearbook 2024 (score date: 07/02/2024)
- In September 2024, Banca Generali's overall ESG Score was upgraded from 62 to 67/100-Advanced
- The rating confirms the inclusion of Banca Generali in the MIB ESG Index
- In July 2024, Standard Ethics confirmed the "EE+ Very Strong"
 Corporate Standard Ethics Rating (SER) of Banca Generali, with a
 stable 12-month outlook





MAIN 2022-24 ESG ACHIEVEMENTS (4/5)







Clients & FAs









Wide offer of ESG
solutions - ranging from
funds with ESG strategies
to dedicated insurance
products - accounting for
42.6% of managed
solutions

3Y Target: >40%

Deployment of 'BG Sustainable Advisor' project, a new FA professional identity with distinctive ESG focus



>50% Financial Advisors
with advanced know-how
of ESG or with EFPA ESG
certification (thanks to a
collaboration with MIP –
Politecnico di Milano)



New FA strategic managerial function dedicated to the support and cascading of ESG initiatives within the Network



Shareholders & Authorities







Start of engagement and voting procedures post **Active Ownership** strategy adoption in 2023

Sustainability and Innovation Committee

established in April in support of the BoD on sustainability and innovation

New Sustainability
Policy approved by BoD
in June

Adhesion to the UN Global Compact and UN PRI







Inclusion in S&P Global's Sustainability Yearbook (Feb. 2024)

anca Generali S.p.A. versified Financial Senices and Capital Markets

Sustainability
Yearbook Member
S&P Global Corporate Sustainab
Assessment (CSA) Score 2023
September 2000
Septem

S&P Global





MAIN 2022-24 ESG ACHIEVEMENTS (5/5)







Employees









Specific training programs on digital transformation and sustainability involving >80% employees



3Y Target: 70%

Long-Term Incentive Plan launched in 2024 for 2024-2026 period linked to ESG targets (20% of total)

ESG targets relating to % of ESG assets and avg. ESG rating

Strong focus on:

- Gender: Gender Equality certification (Winning Women Institute) achieved at 2024 year-end
- Young people: >50% new hires under 35

3Y Target: 50%



Community & Future Generations











Reduction of carbon footprint by >50% vs. 2019 in relation to Banca Generali's direct investments in equity and corporate bonds



Sustainability education tour, in partnership with ELIS Centre linked to the BG4SDGs - Time to Change project

The project involved 1500 students of the 3rd, 4th and 5th years of high schools in various regions (2024)

Partnerships with leading universities strengthened

- O-Fire Observatory, Bicocca & AIFI
- Observatory on SME Governance, SDA Bocconi
- CeTIF Centre for Technology, Innovation and Financial Services, Cattolica University
- Observatory on Fintech & Insurtech, Politecnico di Mllano



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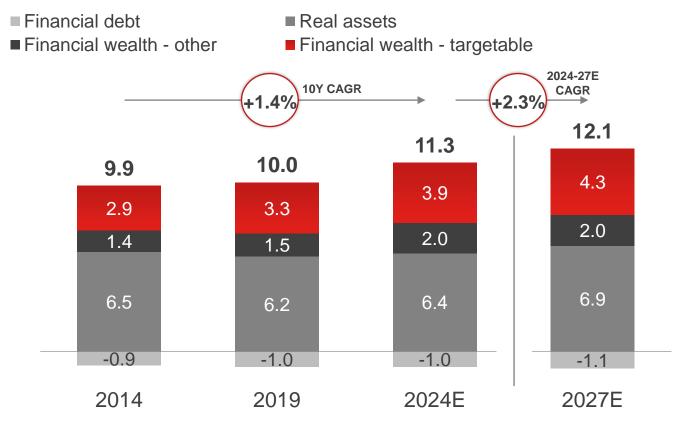




TOTAL ITALIAN HOUSEHOLD WEALTH TO KEEP GROWING

DRIVEN BY HIGHER TARGETABLE FINANCIAL WEALTH

Italian Household Net Wealth €\tn



Targetable Financial Wealth / Italian Household Net Wealth









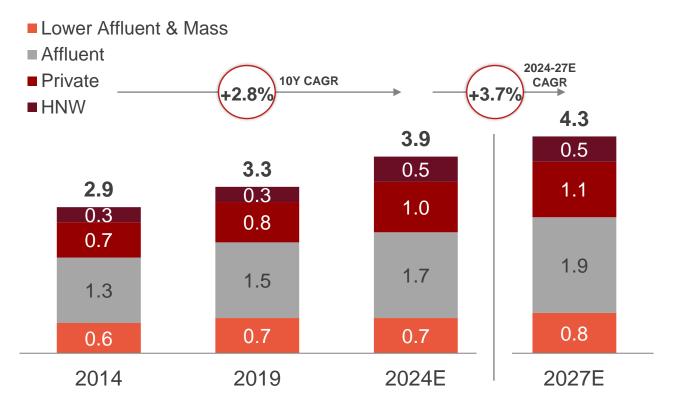
- Italian Household Net Wealth expected to growth (+2.3% 2024-27E CAGR) driven by **Targetable Financial Wealth** (+3.7% 2024-27E CAGR)
- Large presence of **real assets** for historical reasons: $^{3}/_{4}$ of Italian households are homeowners, $^{1}/_{5}$ own a second home
- Low levels of household **financial debt**: among the lowest in Europe (9% of Italian Household Gross Wealth)



PRIVATE & HNW HOUSEHOLDS OUTPACED MARKET GROWTH

AFFLUENT HOUSEHOLDS ALSO A SIZEABLE OPPORTUNITY

Italian Household Total Addressable Market (TAM) - Client segmentation €\tn



Private & HNW Household / Targetable Financial Wealth









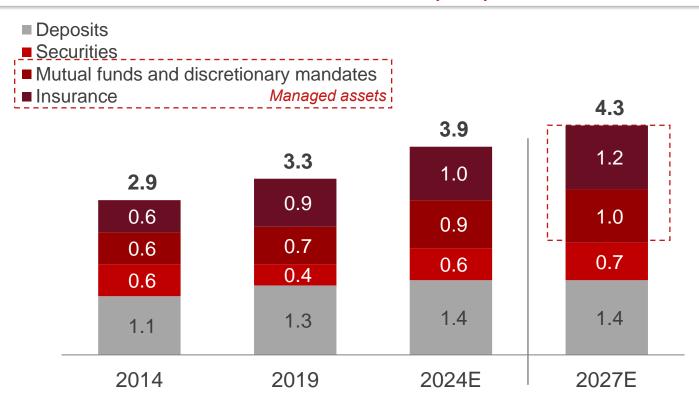
- Private & HNW households wealth expected to remain the fastest-growing segment (+4.3% 2024-27E CAGR)
- Affluent households show significant exposure to deposits while growth is a touch below average (+3.5% 2024-27E CAGR)
- Lower Affluent & Mass households are prevalently exposed to deposits and primary banking needs



SIGNIFICANT OPPORTUNITY TO DEPLOY EXCESS DEPOSITS

MOSTLY IN FAVOR OF MANAGED ASSETS

Italian Household Total Addressable Market (TAM) - Product mix €\tn













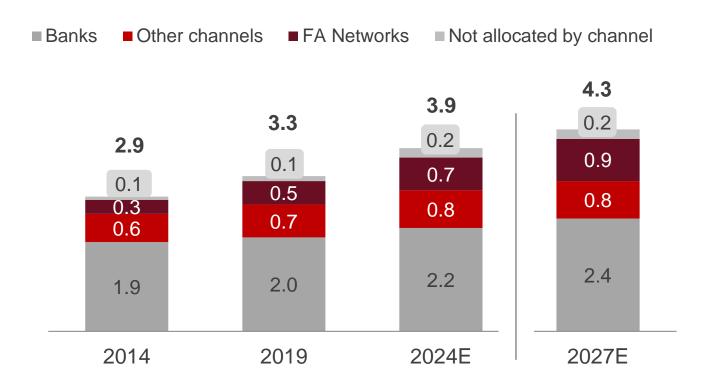
- Large **cash holdings** piled during the pandemic expected to be shifted towards securities and managed assets over next three years (+0.4% 2024-27E CAGR)
- Structural growth in **managed assets** expected to continue at above average pace (+5.7% 2024-27E CAGR)
- Securities also expected to benefit (+4.3% 2024-27E CAGR) from switch out of deposits



FA NETWORKS EXPECTED TO FURTHER EXPAND THEIR MARKET SHARE

AT THE EXPENSE OF TRADITIONAL BRANCH-BASED BANKS

Italian Household Total Addressable Market (TAM) - Distribution channel €\tn



FA Networks / Targetable Financial Wealth





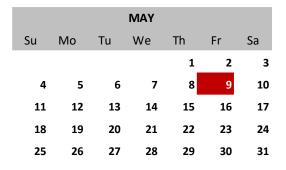




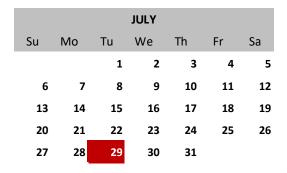
- Financial Advisory networks
 expected to further expand their
 market share thanks to value of
 service to Clients and recruitment of
 Financial Advisors from the traditional
 banking industry (+7.2% 2024-27E
 CAGR)
- Banks losing market share, albeit in the context of growing assets (+2.8% 2024-27E CAGR); still maintaining industry leadership
- Other channels (mainly Postal Offices and Insurance Agents) expected to post a small growth (+2.2% 2024-27E CAGR)



2025 UPCOMING EVENTS



1Q 2025 Results
Conference Call



1H 2025 Results
Conference Call



9M 2025 Results Conference Call

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T. Di Russo, CFO

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These expectations are based on management's current views and assumptions and involve known and unknown risks and uncertainties.

The user of such information should recognize that actual results, performance or events may differ materially from such expectations because they relate to future events and circumstances which are beyond our control including, among other things, general economic and sector conditions.

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