



1Q 2015 Results and Business Outlook

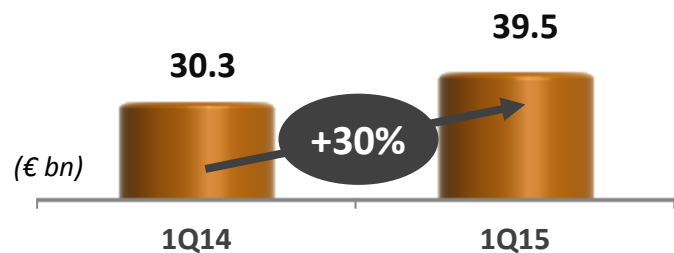
Milan, 4 May 2015

1Q 2015 Results

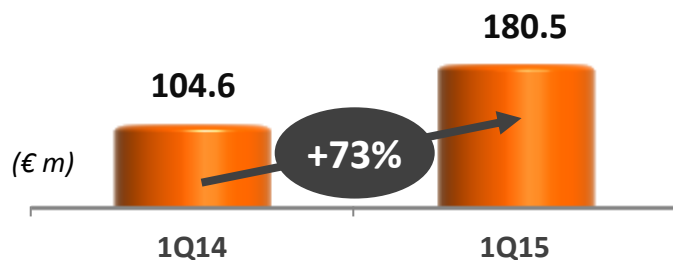
Net inflows and recruiting

Business Update & Closing Remarks

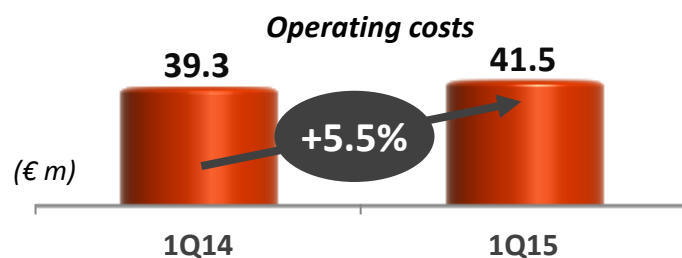
Strong asset expansion



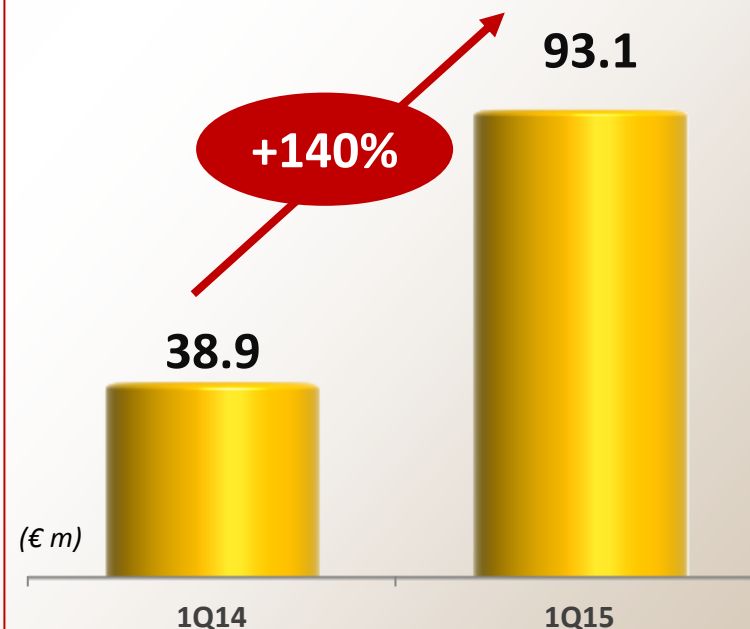
Booming revenues



Cost discipline



Reported Net Profit



Strong business growth coupled with favorable financial markets

(€ m)	3M14	3M15	% Chg
Net Interest Income	28.7	18.8	-34.4%
Gross fees	103.0	199.9	94.0%
Fee expenses	-45.4	-62.9	38.4%
Net Fees	57.6	137.0	137.9%
Net income (loss) from trading activities	18.3	24.6	34.2%
Dividends	0.0	0.1	177.0%
Net income (loss) from trading activities and Dividends	18.3	24.6	34.4%
Total Banking Income	104.6	180.5	72.5%
Staff expenses	-18.1	-19.6	8.4%
Other general and administrative expense	-30.6	-31.5	3.2%
Depreciation and amortisation	-1.0	-1.1	7.5%
Other net operating income (expense)	10.4	10.8	4.1%
Total costs	-39.3	-41.5	5.5%
<i>Cost /Income Ratio</i>	<i>36.6%</i>	<i>22.4%</i>	<i>-14.2 p.p.</i>
Operating Profit	65.3	139.0	112.9%
Net adjustments for impair.loans and other assets	-0.9	-3.3	258.2%
Net provisions for liabilities and contingencies	-10.4	-21.6	107.6%
Profit Before Taxation	54.0	114.1	111.5%
Direct income taxes	-14.6	-21.0	44.0%
<i>Tax rate</i>	<i>27.0%</i>	<i>18.4%</i>	<i>-8.6 p.p.</i>
Income/(losses) after tax on assets held for sales	-0.5	0.0	-100.0%
Net Profit	38.9	93.1	139.5%

Total Banking income up by 73% driven by:

- Sharp increase in recurring fees (€127.9 m, +34%), driven by higher assets (€39.5bn, +30%)
- Strong performance delivery (+8.6% on pure managed products)
- Stable ordinary pay-out
- Lower NII trend (in line with guidance) offset by strong trading results

Operating costs up 5.5% including further investments in IT. Cost/income down to record lows of 22.4% vs. 36.6% in 1Q14 (37.2% ex cl. market-related items vs. 39.5%)

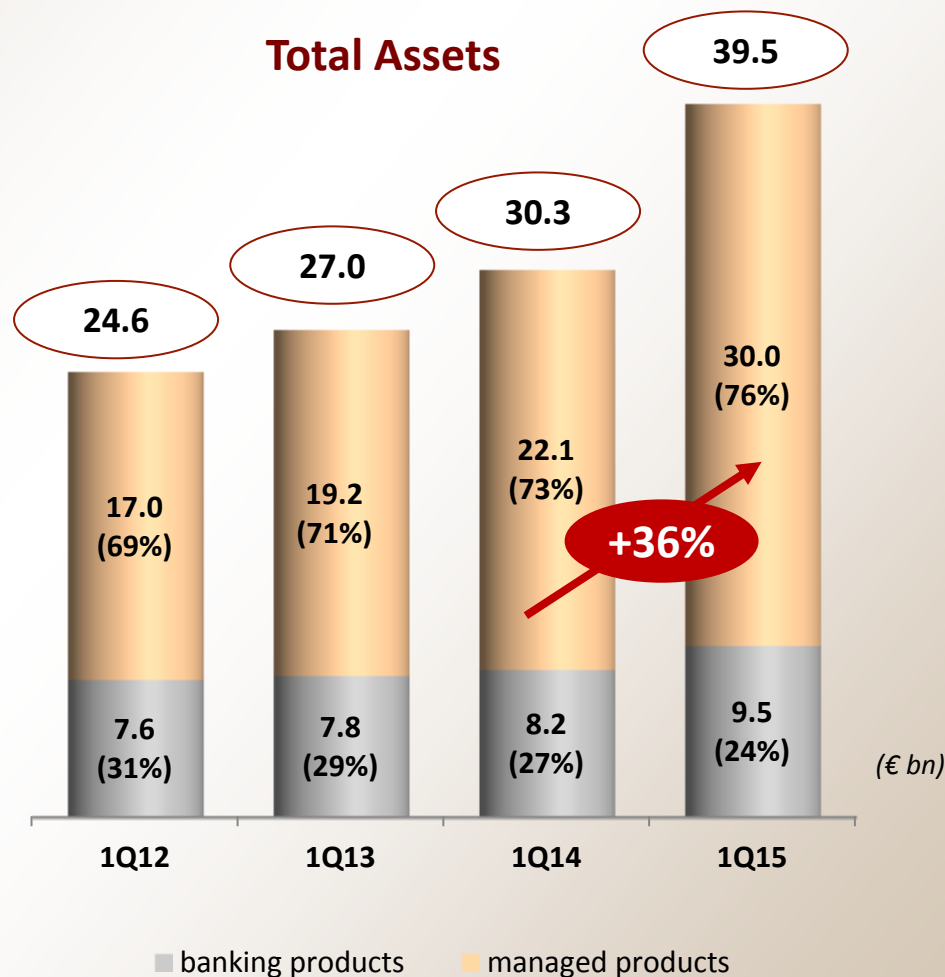
Increase in **Provisions** entirely linked to record growth in asset gathering volumes (€1.14bn, +42%) , higher managed products (€1.1bn , +62%) and acceleration in the recruiting of high profile professionals

Write-downs incorporate conservative accounting on selected securities in the banking book

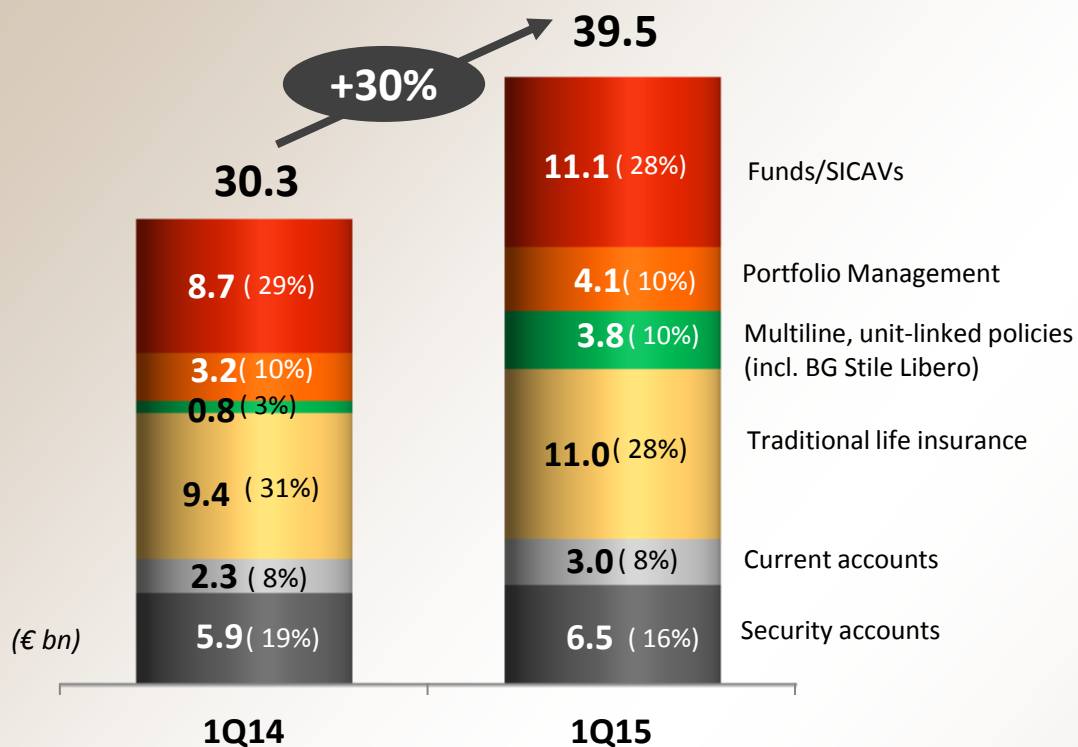
Quarterly net profit at the highest level ever: €93.1m

Growing exposure to managed assets

- Strong growth in assets in the last three years, (€39.5bn, +61%) driven by managed products (€30bn +76%)
- Managed assets now representing 76% of total assets (+7 pts in 3 years)
- Size of banking products (current accounts and security accounts) remains relevant at €9.5bn
- Current low interest rate environment and favorable equity markets support further increase in managed products



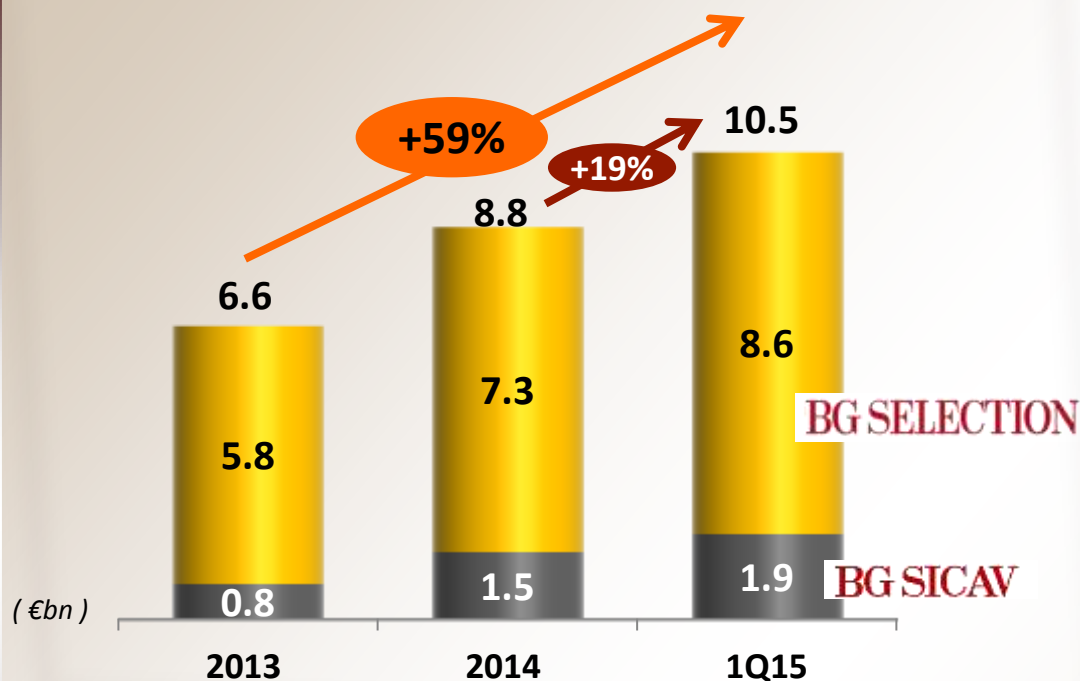
Total Assets split by key product lines



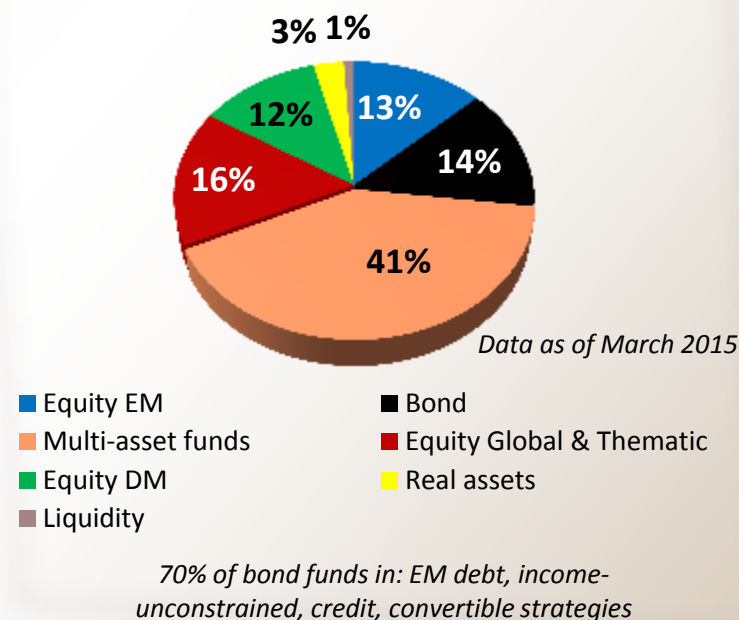
Well-balanced product mix

- Sustained increase in funds/SICAVs driven both by net inflows and positive fund performance
- BG Stile Libero, new flagship product raised €3.1bn in 13 months (8% of total assets)
- Lower exposure to traditional life insurance (bond proxy, although still representing 28% of total assets)
- **Overall, well balanced mix of products with an equity exposure of 28% of total (+3 pps in 1 year)**

In-house SICAVs

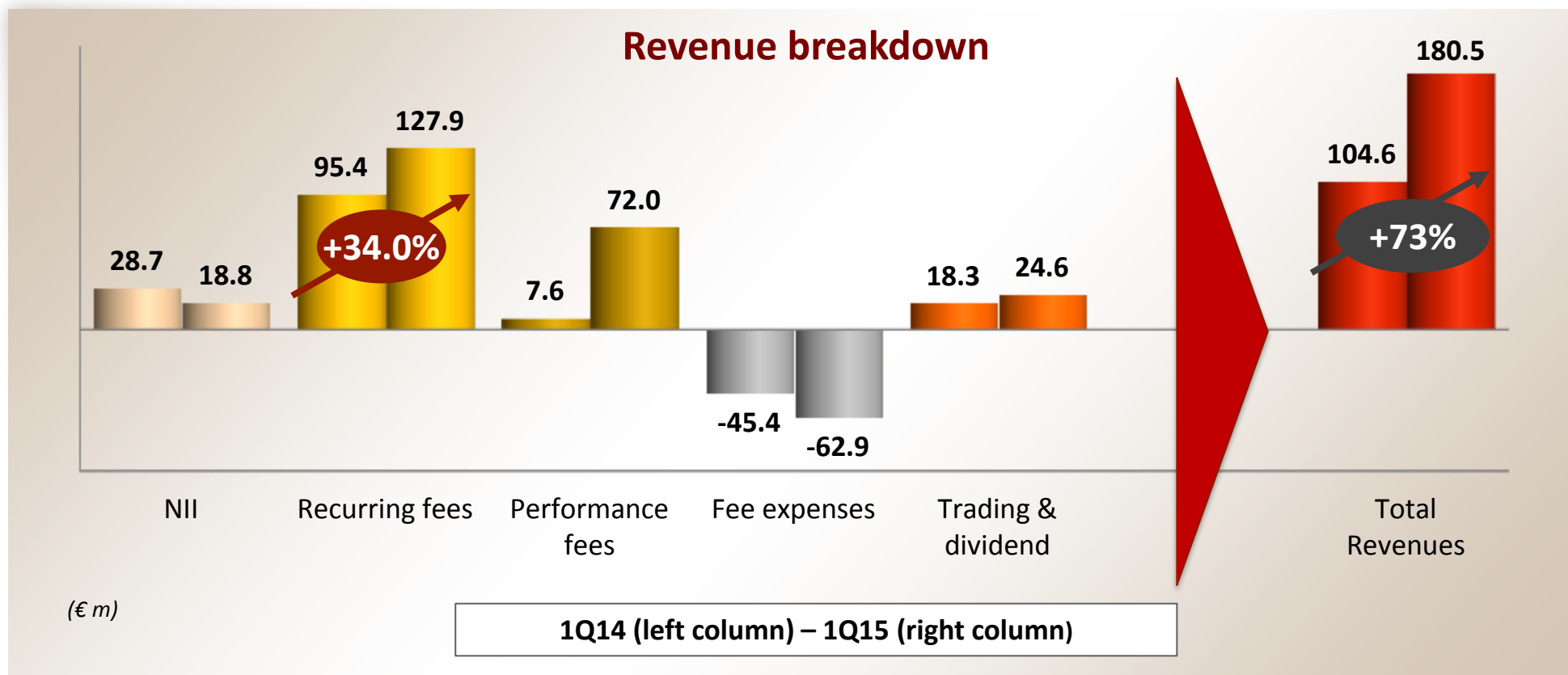


In-house SICAVs: Asset split



In-house SICAVs increased by 19% YTD and by 59% since 2013

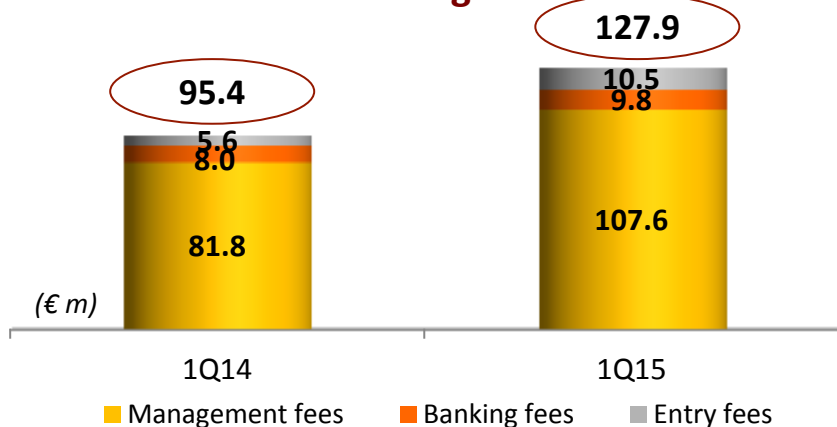
- Excellent performance delivery in 1Q15: BG Selection SICAV +9.8%, BG SICAV +7.8% net of fees



More revenues and more driven by managed assets

- Contribution from core fee business is growing fast, since focus on growth through quality of distribution and on product innovations are bearing fruits
- Growth in recurring fees significantly strengthen the overall revenue sustainability

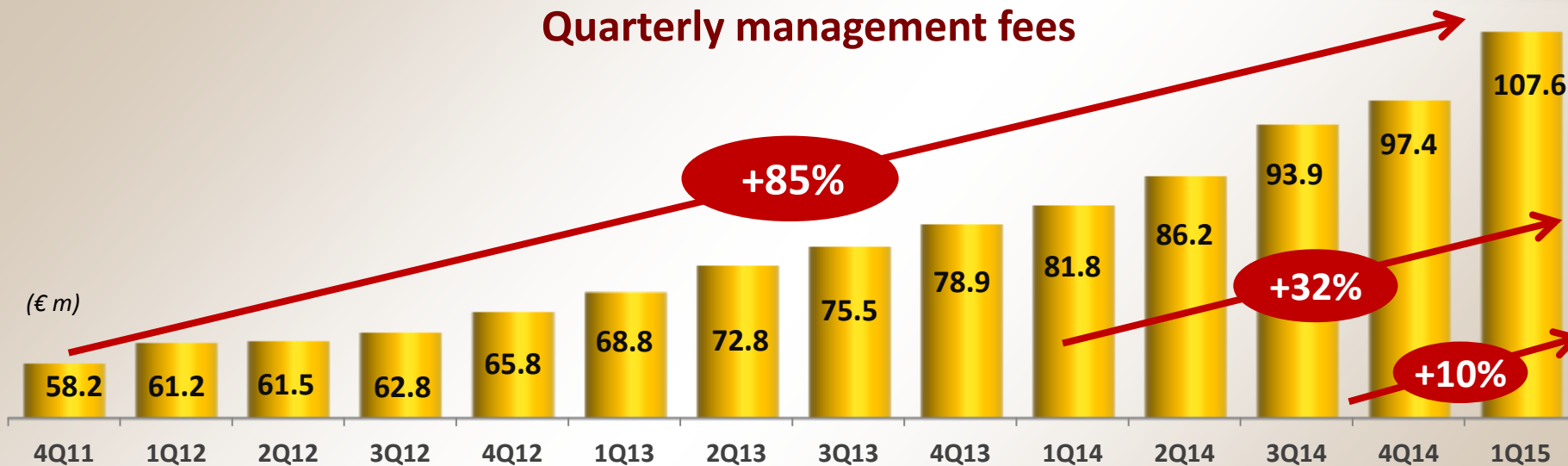
Total recurring fees



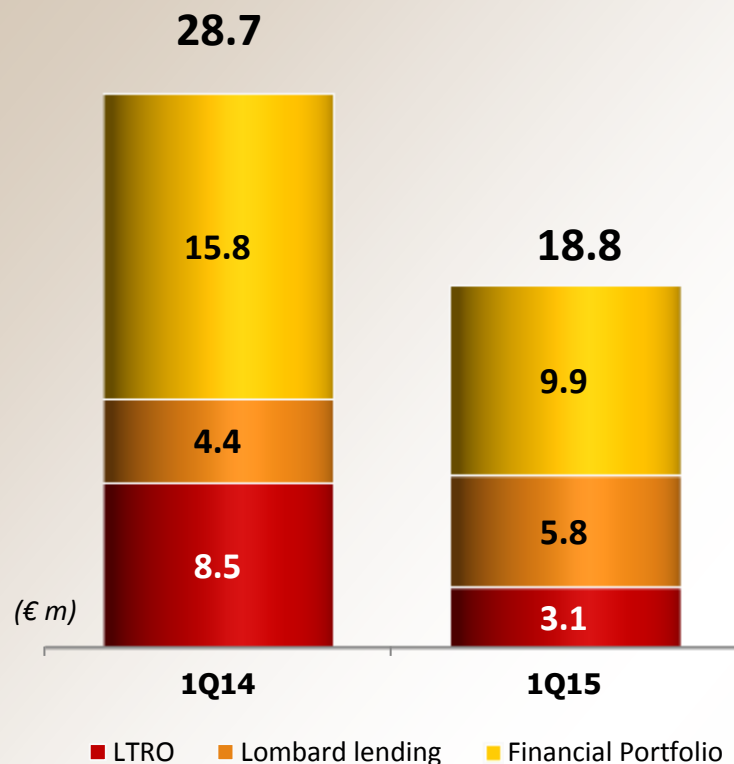
Sharp acceleration in recurring fees in 1Q15

- Strong contribution from management fees (€107.6m, +32% YoY, +10% QoQ), representing 84% of total
- Significant increase in all recurring fees (management, banking and entry fees) at €127.9m (+34% YoY, +11% QoQ)

Quarterly management fees



Net Interest Income



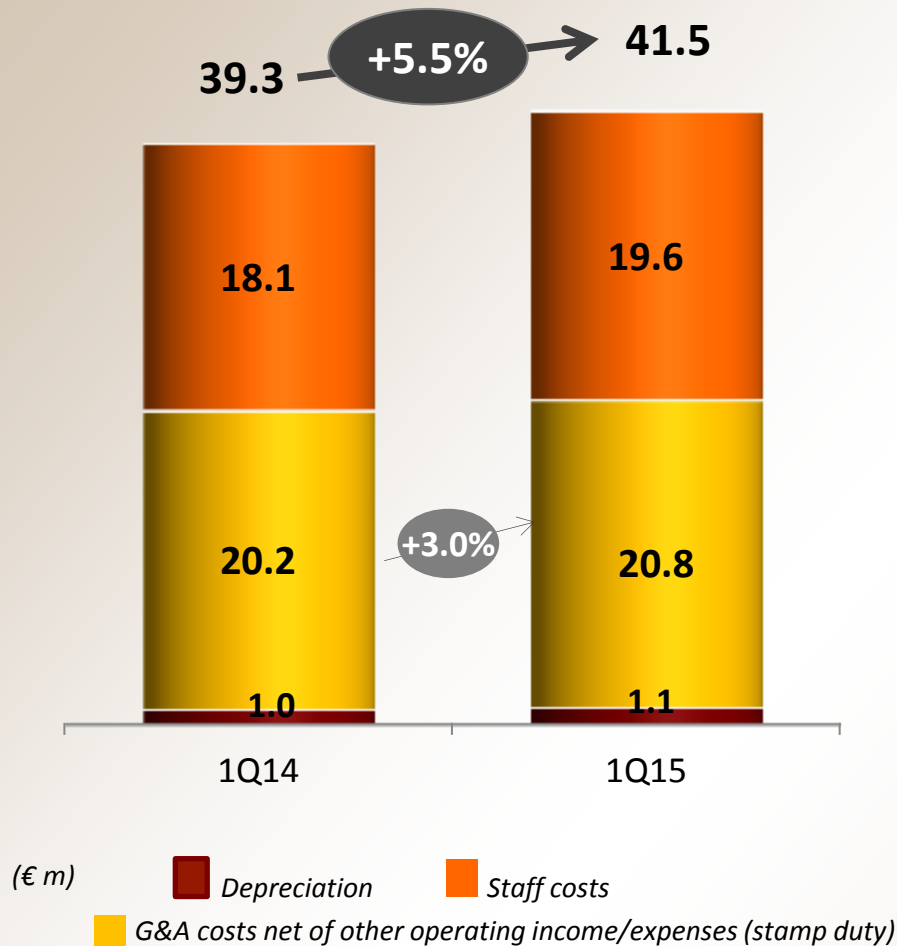
Banking assets losing appeal as interest rates reach new lows

- Shrinking LTRO and Financial assets were partly counterbalanced by higher Lombard loans
- Total banking book at €3.0m, with 2.9 yrs maturity and 1.8 yrs duration
- Overall, NII represent now only 10% of total revenues (vs. 27% in 1Q14) and 29% of net recurring fees (vs. 57% of 1Q14)

Revenues from lombard lending up by 32% driven by growing volumes and higher spread

- Total loans at 1.7bn (+20 % YoY), with €3.0bn of financial collateral and an average spread of 1.46% (vs. 1.32% in 1Q14)
- Credit quality remains at outstanding levels (NPL/total loans at 0.09%)

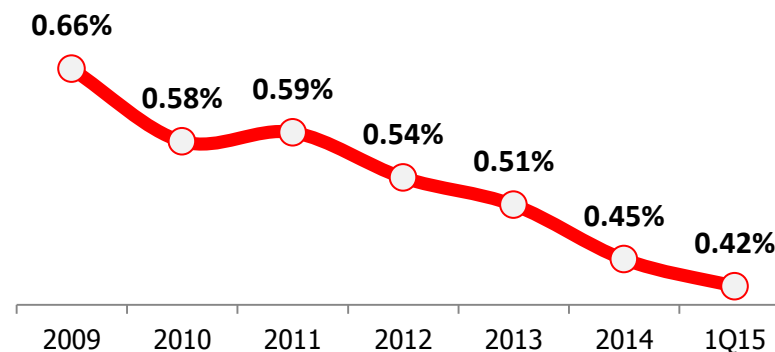
Operating expenses



Proven cost discipline

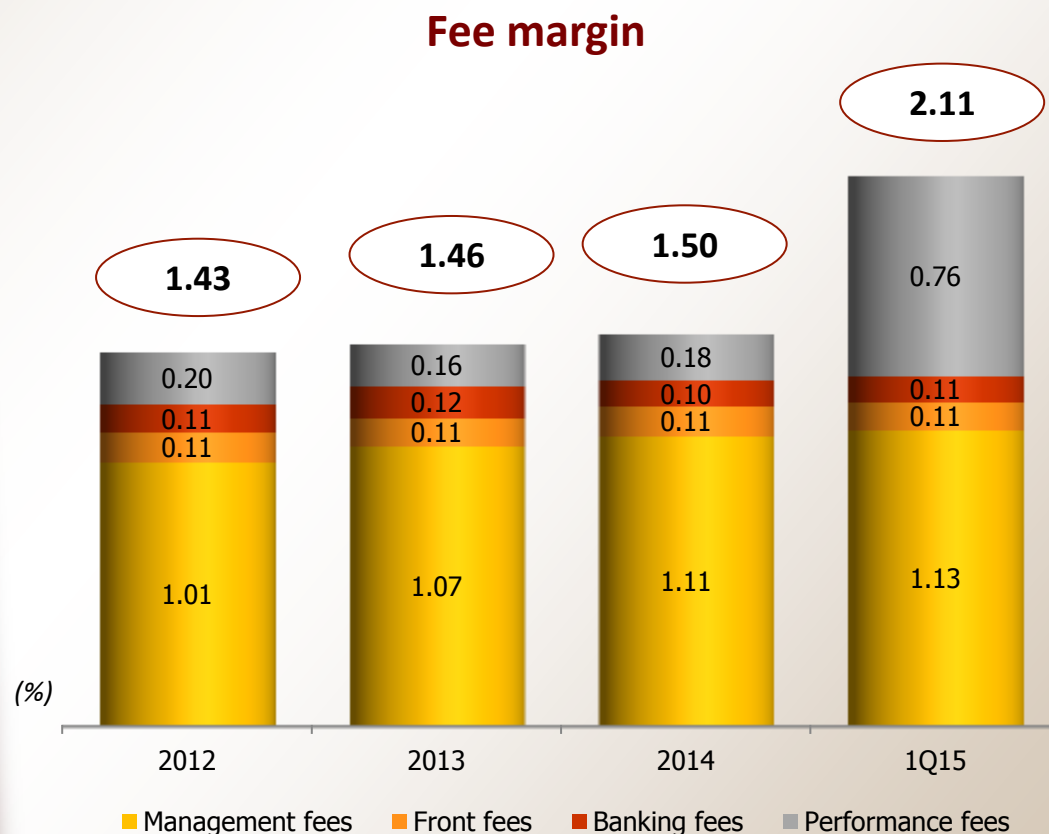
- New hiring to oversee the enlarged client base and distribution network as well as higher provisions for incentive schemes to existing employees drove a slight increase in staff costs
- Platform scalability and other cost efficiency actions counterbalanced higher IT investments, thus leaving G&A costs unscathed

Operating costs/total assets

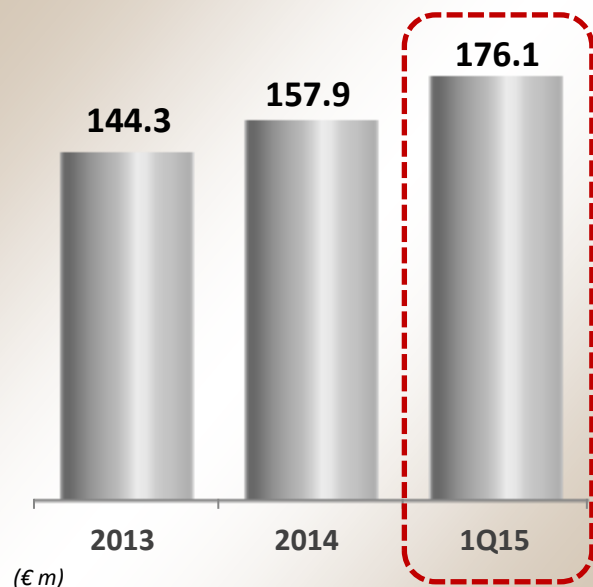


Recurring profitability proving solid and sustainable

- Management fee margin increased by 2 bps YTD to 1.13%, while front and banking fees proved stable
- Contribution from performance fee was significantly higher than average thanks to growing assets invested in in-house SICAVs and to favourable equity markets
- **Total fee margin including performance fees came out at 2.11% (vs. 1.50% in 1Q14)**

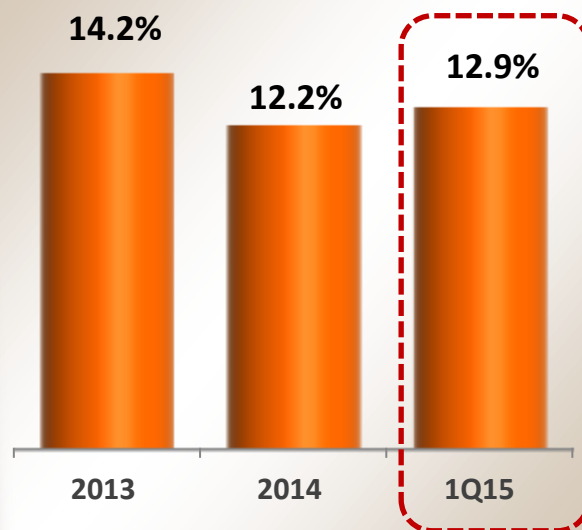


Excess Capital



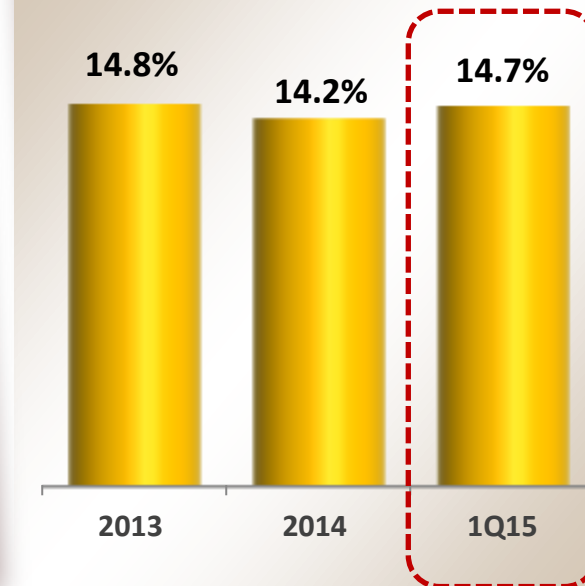
CET1/Tier1 Ratio

(phased-in) 1,2



Total Capital Ratio

(phased-in) 1,2



Excess capital to €176m

- Capital ratio at even more solid levels on a B3 fully-loaded basis³: CET1/T1 ratio at 13.6%; TCR at 15.4%
- Leverage ratio at: 6.0% (post LTRO), twice the minimum B3 requirement level

1 1Q15 and 2014 capital ratios comply with B3 requirements (phased-in). 2013 is B2 compliant;

2 1Q15 capital ratios are based on an estimated 75% dividend pay-out

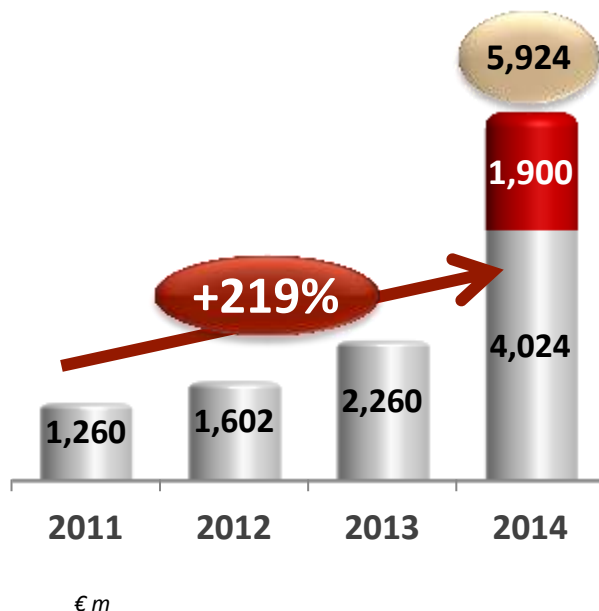
3 Pro-forma fully loaded B3, considering unrealised capital gains/losses on the AFS reserves (incl. sterilised government bond until IFRS 9 becomes effective) and all individual and general allowances on DTAs and other relevant lines

1Q 2015 Results

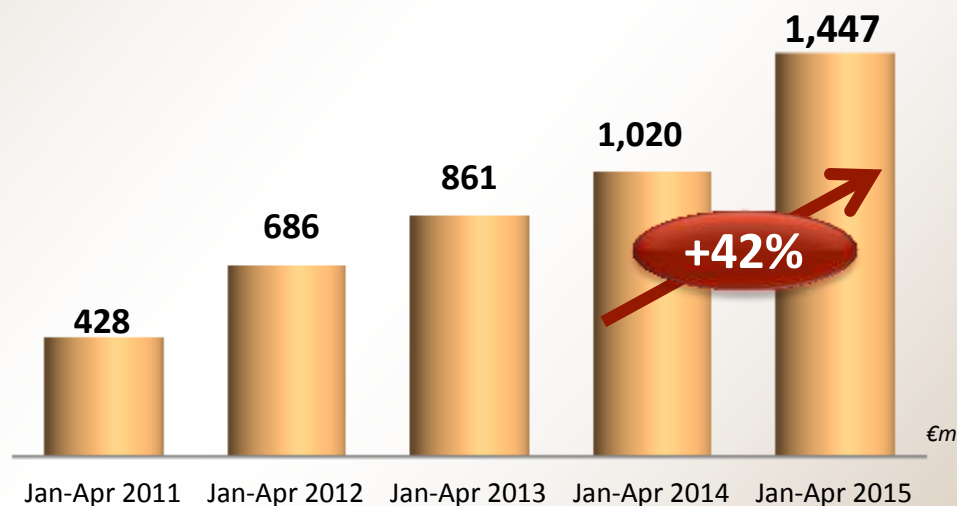
Net Inflows and Recruiting

Business update & Closing Remarks

Net New Money



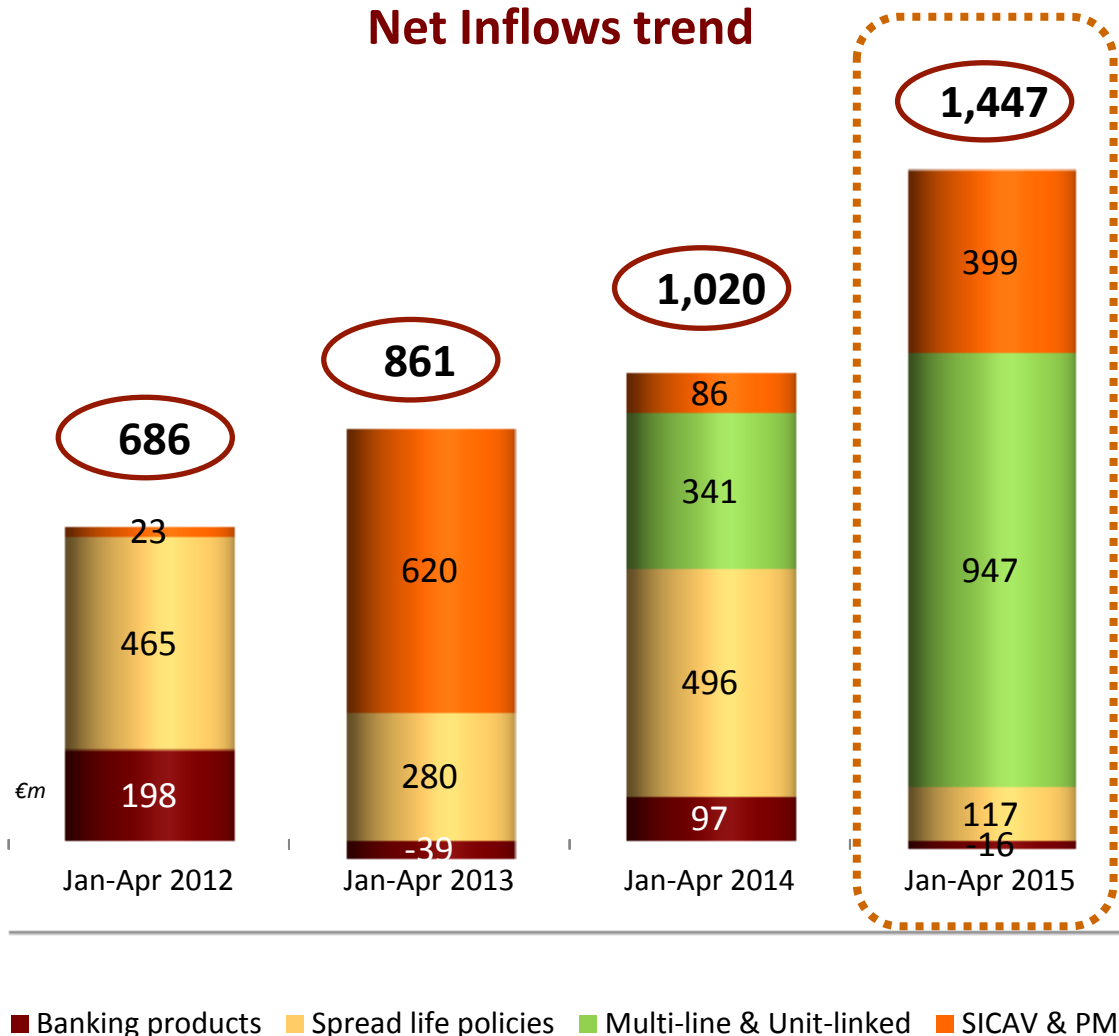
2015 YTD Net inflows



- Excellent results based on the **strong contribution from the existing network (74% of total)** while new recruits (4Q14 and 1Q15) contributed for 26% of total net inflows
- **Significant number of 6,216 new customers acquired**, representing c.50% of total net inflows

2015 net inflows further accelerating

Net Inflows trend

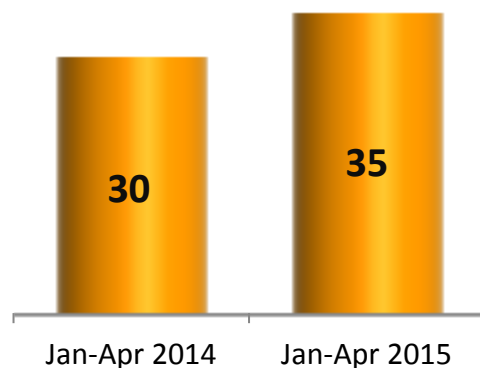


Product mix fully driven by managed products

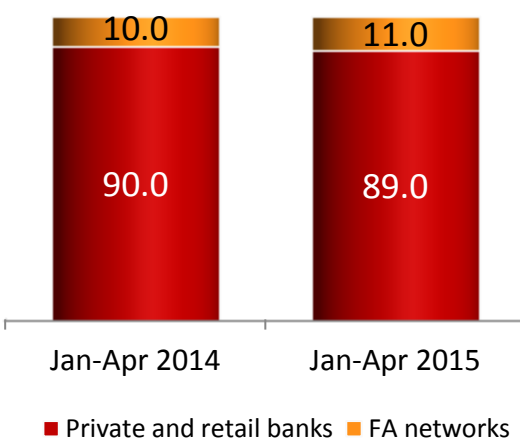
- **BG Stile Libero** (the new insurance wrapper of managed products) generated **65% of total net inflows**
- **Mutual funds and portfolio management more than tripled** (€399m, +364% yoy)
- Net inflows in **traditional life policies are slowing down** thus protecting future investment return for existing customers

Recruiting conditions remain favourable

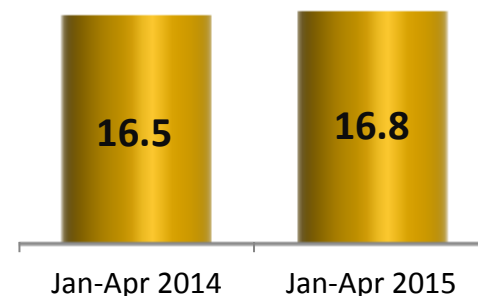
No. of new recruits



No. of new recruits by recruiting sources (%)



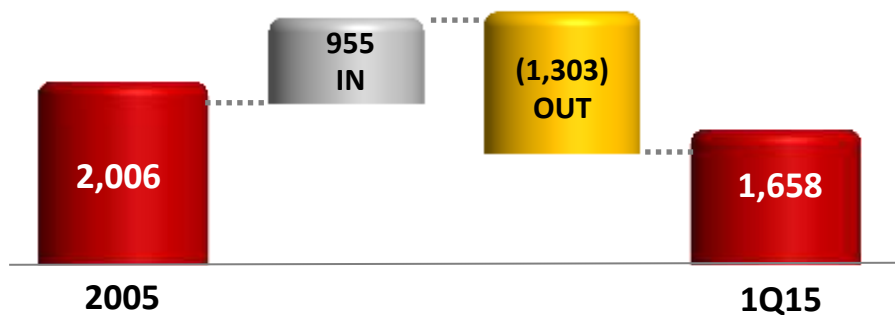
Est. Assets/recruit



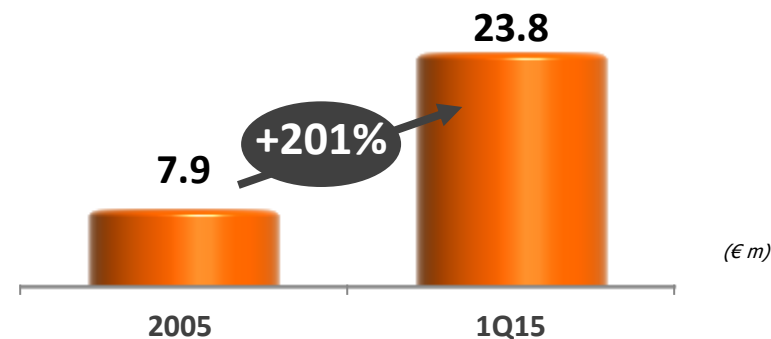
Sustained, yet selective recruiting results

- Recruiting source still primarily represented by private banks and by private banking division of retail banks
- Recruiting target of 75-85 professionals by year-end confirmed

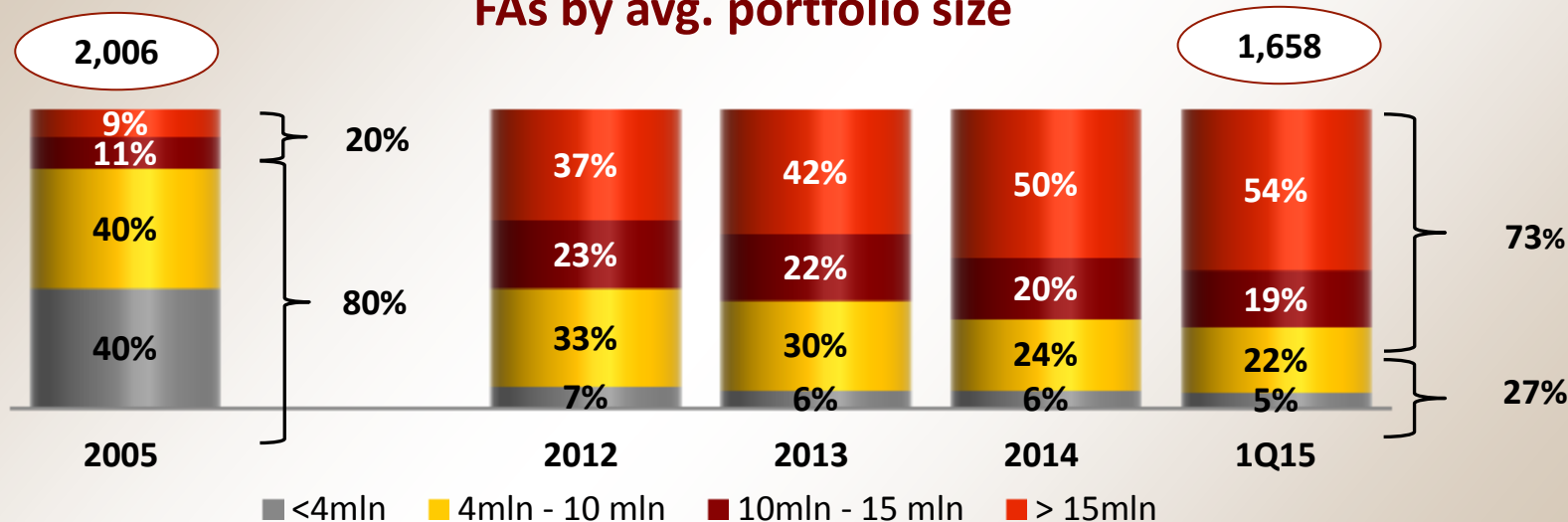
No. of Financial Advisors (Fas)



FA's avg portfolio size

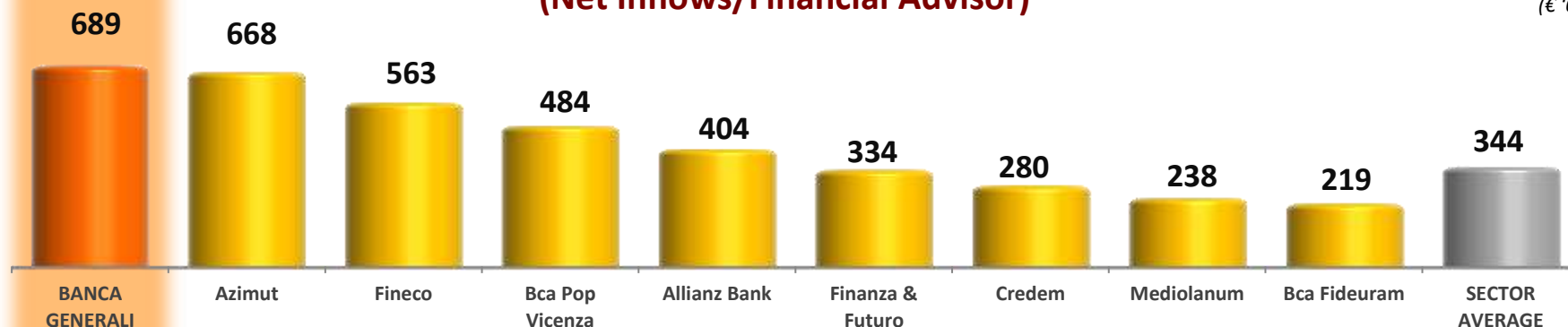


FAs by avg. portfolio size



Sector Ranking by Productivity 1Q 2015 (Net Inflows/Financial Advisor)

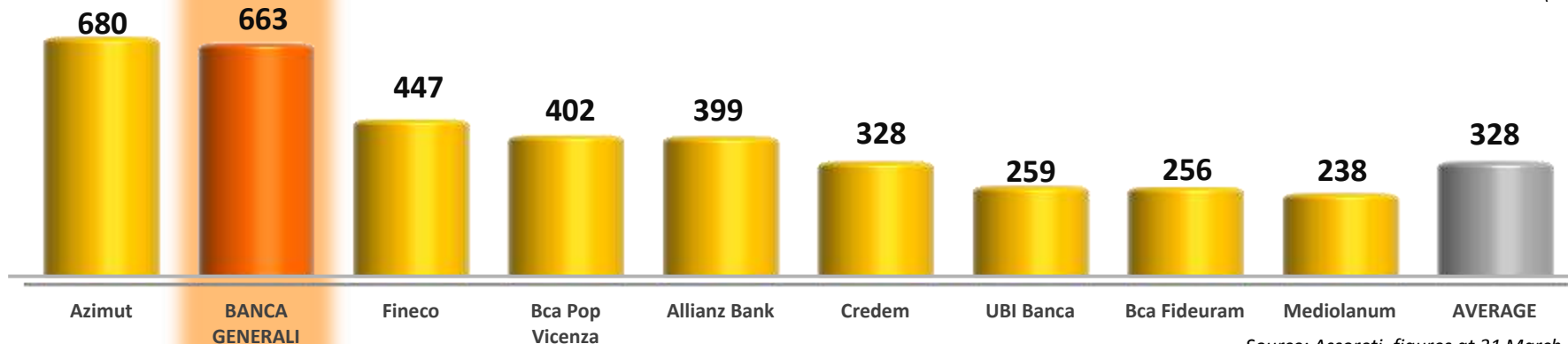
(€ '000)



Source: Assoreti, figures at 31 March 2015

Sector Ranking by Productivity 1Q 2015 (Net Inflows in managed products/Financial Advisor)

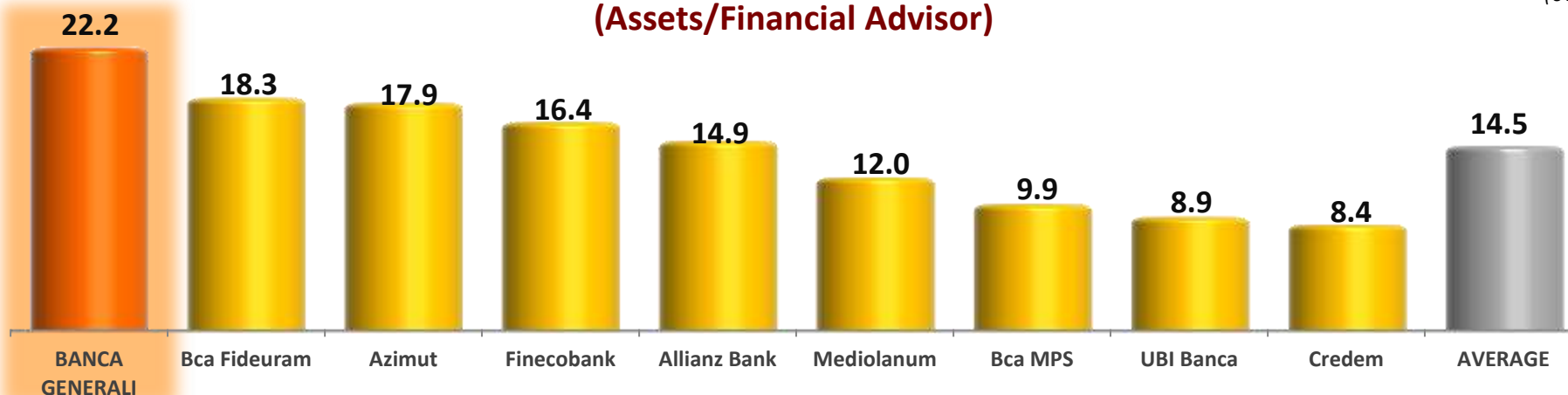
(€ '000)



Source: Assoreti, figures at 31 March 2015

Sector Ranking by Portfolio Size (Assets/Financial Advisor)

(€ m)

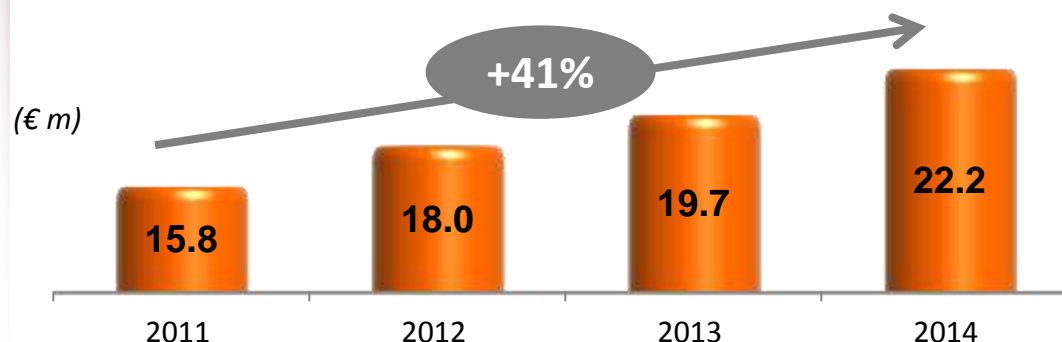


Source: Assoreti, figures at 31 December 2014

No.1 by portfolio size

- Portfolio average size climbed to €22.2m in 2014 (+13% yoy, 2011/14 CAGR +12%)
- Banca Generali's average portfolio size is 53% above sector average

Banca Generali: Trend in Portfolio size



1Q 2015 Results

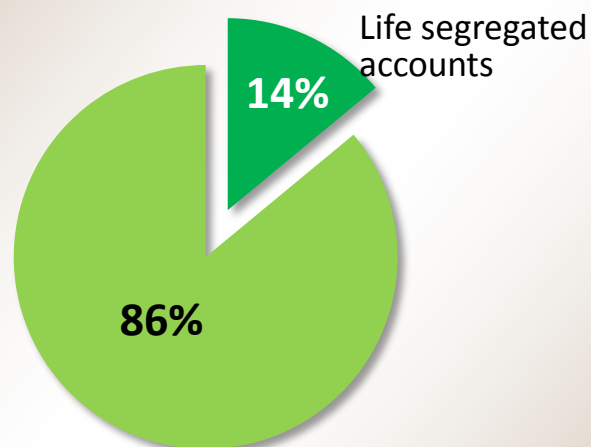
Net Inflows and Recruiting

Business Update & Closing Remarks

BG Stile Libero: wider underlying fund offer

BG Stile Libero

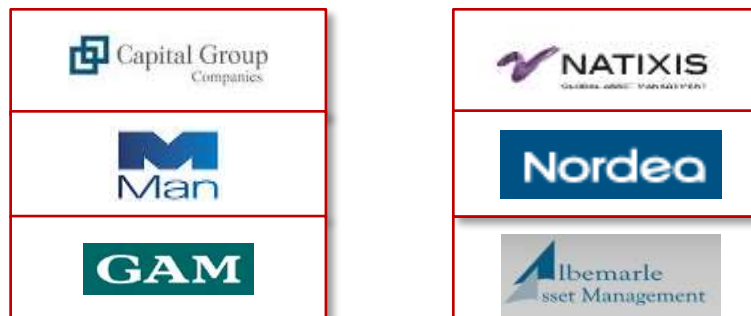
Underlying assets split



Funds/SICAVs

- Widening current offer from April 2015
- 93 new sub-funds o/w 42 from 6 new asset managers and 51 from asset managers already available

6 New Asset Managers



Total underlying fund offer: 46 asset manager, 818 subfunds

Aberdeen	BNP PARIBAS INVESTMENT PARTNERS	Fidelity	Invesco	Man	Schroders
ALLIANCEBERNSTEIN	Capital Group	FRANCOIS TRISTAN INVESTMENT	JANUS	MIRABAUD	SWISS GLOBAL
Ibermarle Asset Management	Controlfida	Henderson	J.P.Morgan Asset Management	Morgan Stanley	threadneedle Investments
AMUNDI	CREDIT SUISSE	HSBC	KAIRIS	Nordea	UBS
ANIMA	DNCA	GAM	LA FRANCAISE GAM	NATIXIS	8a+
BANTLEON	EUROCAPITAL	GENERALI	LEGG MASON GLOBAL ASSET MANAGEMENT	PICTET	
BLACKROCK	EDMOND DE ROTHSCHILD	Asset Management	M&G	PIMCO	

New investment themes aligned with market scenario

- In a “low yield scenario” affecting rates and bond market ...
- ... Banca Generali challenges it through product innovation

BG SICAV

- **NEW ALTERNATIVE** family
- **Volatility target:** Low to Mid level

new

Alternative

Equity L/S Strategies

Controlfida



threadneedle
investments

new

Multi-Assets L/S Strategies

Controlfida

EurizonCapital



new

Currencies L/S Strategies

Amundi

ASSET MANAGEMENT

BG SELECTION SICAV

- **Real Assets** Family development
- **Volatility target:** Mid to High level

Real Asset

BLACKROCK



MORNINGSTAR

Morgan Stanley

KAIRUS Partners
SGR

new

Traditional Approach



- Free Home Banking for all current accounts
- All banking operations online
- Online trading (securities and sicav)

Online



Innovative Approach



- Mobile site and App for tablets and smartphones
- High security standards (Secure Call, SMS Security)
- Online communication (both for accounts and for sicav)

Financial Planner e Private Banker



- First web portal, created by an Italian bank focused on the interaction between Financial Advisors and Customers
- Daily News and financial insights always available in the Advisor Page



- A new and fully integrated channel for interactive communication and business development
- Web Collaboration & Advanced features for digital document sharing into Advisor-Customer relationship

Traditional Payments

- All traditional payment instruments



- All payments online (e.g. bank transfers, tax payments, fine payments, mobile phone recharges)

- Enhanced offer for private customers, including Black cards and personalized welcome kit



Digital Payments

- Proximity payments:

- contactless credit cards (VISA, Mastercard)
- contactless prepaid cards (VISA, Mastercard)



- Mobile commerce:

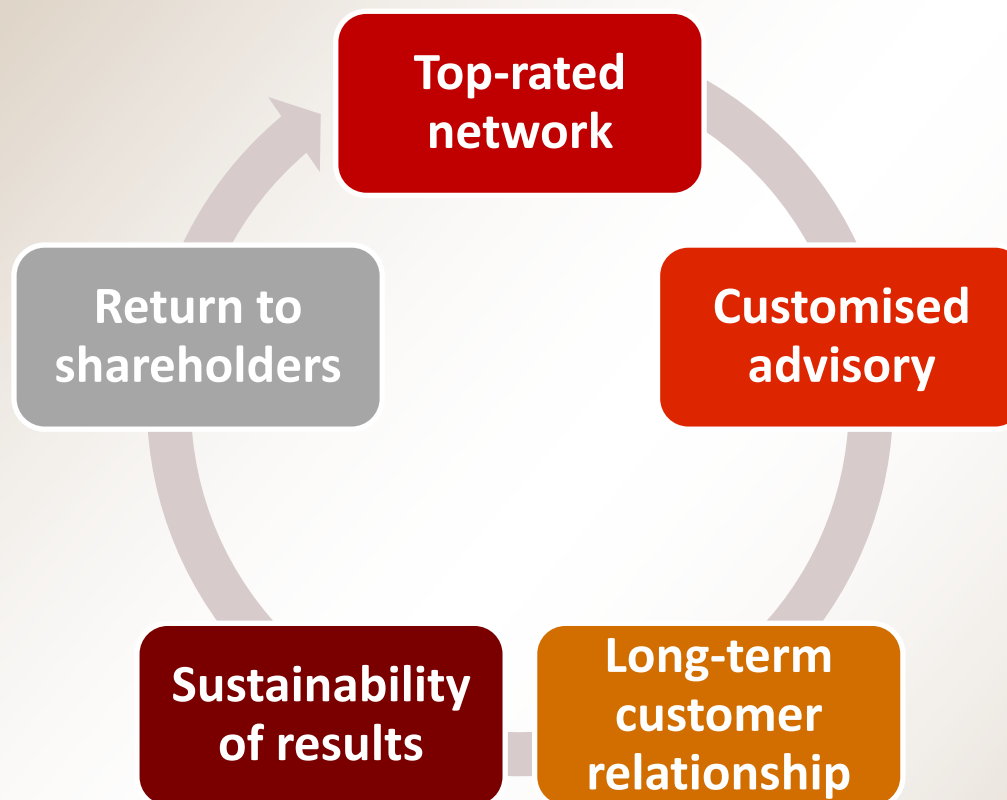
- e-commerce bancomat
- e-wallet MasterPass (with Mastercard)



- Mobile remote payments:

- QR code payments





We aim to be the first choice for:
Clients, Financial Advisors and Investors

JULY						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Approval of 1H 2015 results
Investor Conference call

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
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Approval of 9M 2015 results
Investor Conference call

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Banca Generali Investor App



The manager responsible for preparing the company's financial reports (Stefano Grassi) declares, pursuant to paragraph 2 of Article 154-bis of the Consolidated Law of Finance, that the accounting information contained in this press release corresponds to the document results, books and accounting records.

S. Grassi, CFO

Certain statements contained herein are statements of future expectations and other forward-looking statements.

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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