

BANCA GENERALI S.p.A.

Registered offices at Trieste, Via Machiavelli 4 - Italy
Authorised share capital €119,378,836.00, underwritten and paid-up share capital €113,888,282.00
Tax code and registration number with the Office of the Registrar of Companies of Trieste: 00833240328
registered with the Rolls of Banks under No. 5358, parent company of the Banca Generali Banking Group
registered with the Rolls of Banking Groups - Company managed and coordinated by Assicurazioni Generali
S.p.A.

Website: www.bancagenerali.com
Member of the Interbank Deposit Protection Fund

NOTICE OF CALLING OF THE GENERAL SHAREHOLDERS' MEETING

The Ordinary and Extraordinary Shareholders' Meeting of Banca Generali S.p.A. is convened in Trieste, at the offices of Assicurazioni Generali S.p.A. at Via Trento 8, at 9:30a.m. on:

- 24 April 2013 (first call);
- 26 April 2013 (second call);

to discuss and pass resolutions of the following:

Agenda

Ordinary Session

1. Financial Statements as of 31 December 2012 and allocation of the profits for the year; relevant and ensuing resolutions.
2. Remuneration Report: Banking Group's Remuneration Policies and Report on the Application of Remuneration Policies in 2012.
3. Appointment of two members of the Board of Directors: relevant and ensuing resolutions.
4. Report on Internal Policies Governing Controls of Activities at Risk and Conflicts of Interest Involving Connected Parties.
5. Appointment of the Auditing Firm: supplementation of the fee.

Extraordinary Session

1. Amendments to Articles 15 and 20 of the Articles of Association; relevant and ensuing resolutions.

Information on the Share Capital and Voting Rights

Banca Generali S.p.A.'s subscribed and paid-up share capital amounts to 113,888,282.00 euros, represented by a total of 113,888,282 ordinary shares having a par value of 1.00 euro each. Each share, with the exception of treasury shares, entitles its owner to one vote in ordinary and extraordinary Shareholders' Meetings. As of the date of this notice of calling, the Company holds 10,071 ordinary treasury shares with no voting rights, pursuant to Article 2357-ter of the Italian Civil Code, equal to 0.0001% of the share capital; therefore, the total number of voting rights that may be exercised at the Shareholders' Meeting hereby convened is 113,878,211.

Procedures for the Appointment of Two Members of the Board of Directors

The General Shareholders' Meeting is called to appoint two members of the Board of Directors. Pursuant to Article 15, paragraph 14, of the Articles of Association, such appointment shall take place according to ordinary procedures and majorities, as a departure from the list voting system.

Attendance of the General Meeting

Pursuant to Article 10 of the Articles of Association, entitlement to attend and exercise voting rights at Shareholders' Meetings is established pursuant to a notice to be served to the Company by an authorised intermediary who keeps the accounts on which Banca Generali's shares are registered in favour of the party with voting rights, based on the latter's accounting records at the end of the record date, i.e., the seventh trading day preceding the scheduled date of the Shareholders' Meeting at first calling (15 April 2013, so called "record date"). Credit and debit entries made after said deadline shall not be taken into consideration for the intents and purposes of establishing entitlement to vote at the Shareholders' Meeting, therefore persons and parties shown as the owners of shares of the Company only following such date (i.e., after 15 April 2013) shall not be entitled to attend or vote at the Shareholders' Meeting. The aforesaid notice from the intermediary must reach the Company by the end of the third trading day preceding the scheduled date of the Shareholders' Meeting at first calling (i.e., 19 April 2013), without prejudice to entitlement to attend and/or exercise voting rights in the event the said notice reaches the Company after said deadline but before commencement of the proceedings of the Shareholders' Meeting referred to in the individual notice of calling.

No provision has been made for the casting of votes by mail or using electronic means.

Voting Proxies and Representative Appointed by the Company

All parties entitled to attend the Shareholders' Meeting may elect to have themselves represented by written proxy letter pursuant to applicable provisions of law, with the option of using the Proxy Form issued by authorised intermediaries at the entitled party's request or the Proxy Form available from the Company website at the address www.bancagenerali.com in the section "*Corporate Governance/AGM/Attending the AGM.*" Proxy letters may be served to the Company by mail, addressing them to Banca Generali S.p.A., Servizio Segreteria Societaria, Via Ugo Bassi 6, 20159 Milan, Italy, or by electronic mail message to the address corporate@pec.bancagenerali.it. The proxy-holder attending the Shareholders' Meeting must certify, under his or her responsibility, the conformity of such copy to the original, as well as the identity of the proxy-granting shareholder. A facsimile of the form to be used to certify compliance may be downloaded from the Company website www.bancagenerali.com, under *Corporate governance/AGM/Attending the AGM.*

Further information also regarding the rules governing proxy voting is available at the company website www.bancagenerali.com, under *Corporate governance/AGM/Attending the AGM.*

Banca Generali has named Società per Amministrazioni Fiduciarie "SPAFID" S.p.A. as its Appointed Representative for the Shareholders' Meeting at issue in this notice of calling pursuant to Article 135-*undecies* of Legislative Decree 58/1998. Written proxy

letters concerning the proposals on the Agenda may be submitted to said Appointed Representative. The proxy letter for the Appointed Representative must be submitted by signing the specific form containing voting instructions and be delivered in the original by courier or registered mail, return receipt requested, to the aforementioned SPAFID S.p.A. at Foro Buonaparte 10, 20121, Milan, Italy, by the end of the second trading day prior to the scheduled first calling of the Shareholders' Meeting (and therefore by 24:00 midnight on 22 April 2013 or, should the Shareholders' Meeting be held in second call, on 24 April 2013). The Proxy Form may be downloaded from the Company website www.bancagenerali.com, under *Corporate governance/AGM/Attending the AGM*. Proxy Forms shall not be valid with respect to proposals for which voting instructions have not been provided.

Voting proxies and instructions issued to the Shareholders' Representative shall remain revocable through to the same deadline (i.e., 22 April 2013 or 24 April 2013 should the Shareholders' Meeting be held in second call).

Further information, also concerning the rules governing the Appointed Representative is available at the website www.bancagenerali.com, under *Corporate governance/AGM/Attending the AGM*.

Right to ask Questions Prior to the Shareholders' Meeting

Pursuant to the law, Shareholders may ask questions concerning the subjects on the Agenda prior to the Shareholders' Meeting by submitting them (together with the notice certifying entitlement to vote at record date) by mail to the Company's operating unit, for the attention of Servizio Segreteria Societaria, at the address Via Ugo Bassi 6, 20159, Milan, Italy, or by using the electronic mail address assemblea2013@bancagenerali.it, in accordance with the terms and conditions specified in the procedure published on the Company website. Questions submitted prior to the Shareholders' Meeting shall be answered at the very latest during the course of the Shareholders' Meeting itself, it being understood that the Company reserves the right to treat several questions regarding the same subject-matter as a single query.

Questions that do not concern the items on the Shareholders' Meeting Agenda shall not be taken into consideration.

Right to Request Additions to the Agenda and Present New Proposed Resolutions

Pursuant to the law, Shareholders, who individually or jointly account for at least one fortieth of the share capital may ask, within ten days of publication of the notice of calling (i.e., within 30 March 2013), for additions to the Agenda or present new proposed resolutions for items already on the Agenda, specifying in the request the additional items or proposed resolutions. Such applications must be submitted in writing and delivered to the operating unit Servizio Segreteria Societaria, at Via Ugo Bassi 6, Milan, Italy, along with a copy of the notice required by law to attend the Shareholders' Meeting. By the above deadline and according to the same procedures, a report on the issues on which a debate is proposed, or the reasons underlying new proposed resolutions in respect of matters already on the agenda, must be lodged by the relevant Shareholders.

Notice of any and all additional items placed on the Agenda and/or presentation of any and all new proposed resolutions on items already on the Agenda shall be given pursuant to the same service and publication procedures applicable to this notice of

calling, at least fifteen days prior to the scheduled date of the Shareholders' Meeting (i.e., no later than 9 April 2013). New proposed resolutions in respect of matters already on the agenda shall be made public at the time of the publication of the announcement of their tabling, in accordance with the same procedures and formalities applicable to documents pertaining to General Shareholders' Meetings, together with the report drawn up by the shareholders raising the said motions, duly accompanied by any and all observations by the Board of Directors. No additional items may be placed on the Agenda in respect of matters regarding which, under law, the Shareholders' Meeting may pass resolutions only at the motion of the Directors or on the basis of a project or report drawn up by the latter and falling outside the scope of Article 125-ter, paragraph 1, of the TUF.

Pursuant to Article 126-bis, subsection 1, of the TUF, those with voting rights may individually present proposed resolutions in the Shareholders' Meeting.

Documentation

Reports by the Board of Directors, including draft resolutions, and additional documentation regarding the entire Agenda, shall be filed by the legal deadline at the Company's registered office in Trieste at Via Machiavelli 4 and its operating unit in Milan, Servizio Segreteria Societaria, at Via Ugo Bassi 6, and made available to any persons who so request, with the option to obtain copies thereof. The foregoing documents shall also be available from the Company's website www.bancagenerali.com in the section "*Corporate Governance/AGM/Attending the AGM.*"

Based on the current shareholding structure of the Company, it is currently expected that the General Shareholders' Meeting will take place at **Via Trento 8, Trieste, on 24 April 2013 (first call)** to discuss and pass resolutions.

Any additional information may be obtained from the Servizio Segreteria Societaria located at Via Ugo Bassi 6, Milan, Italy (phone: +39/02/60765428).

This notice of calling has been published on the Company website www.bancagenerali.com, in the section *Corporate Governance/AGM/Attending the AGM* and on the daily newspaper "*MF*", and has been sent to CONSOB and Borsa Italiana via SDIR-NIS.

On behalf of the Board of Directors:
The Chairman
Paolo Vagnone