

**PRESS
RELEASE**

Banca Generali declared “Best Private Bank in Italy” by the Financial Times Group

- The prize was awarded by the highly respected publications *The Banker* and *Professional Wealth Management* at a ceremony in Singapore

Milan, 9 November 2012: The influential London publications, *The Banker* and *Professional Wealth Management* of the Financial Times Group, have declared **Banca Generali** the **Best Private Bank in Italy**.

The prize was awarded by a Jury of selected world-renowned industry experts (from the United States, Asia and Europe, featuring a mix of journalists, certified public accountants, consultants and asset managers) in light of the bank’s excellence in terms of growth, customer services and innovative investment solutions. The Jury was specifically impressed by the transparency, effectiveness and stability of a business model that attracted customers, increasing Banca Generali’s market share, even as the financial industry was in the grips of a steep crisis. Banca Generali stock has shown, to date, the best performance among Italian financials following the American bank Lehman Brothers collapse (in September 2008), and has been one of the best asset-gatherers worldwide since 2009, with a total return of close to 400%.

The fine balance struck between highly specialist advisory services and competitiveness in finding investment solutions is reflected in the leadership of Banca Generali’s private bankers in terms of per capita portfolios in Italy and the extraordinary ability to achieve inflows from asset management products in recent years. The focus on innovation is further highlighted by the expansion of service offerings and the development of the open architecture concept focusing on the multibrand approach with a view to constantly expanding the number of sub-funds entrusted under mandate to prestigious international partners.

At 30 September 2012, Banca Generali reached 25.5 billion euros in assets managed, whom about 10.5 billion come from the branch Banca Generali Private Banking and its approximately 300 private bankers. In the first 10 months of the year, inflows fell just short of 1.5 billion euros, bringing the balance of new inflows since 2009 to 6 billion euros.

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At the ceremony, held yesterday at the Four Seasons Hotel in Singapore, the award was conferred by the Editors-in-Chief of the Financial Times’ two publications and the management of the Group (www.privatebankingawards.com), at the presence of the top managers of the major international financial institutions in their respective sectors of reference.

“We are very proud of receiving this major international award acknowledging Banca Generali’s quality and commitment in managing and protecting our customers’ investments,” stated Piermario Motta, Banca Generali’s CEO. “The bank’s excellent performance confirms the effectiveness of strategic choices, as well as the growing perception amongst investors of the importance of relying on counterparties featuring the high levels of professionalism and proven market reputation that we have attained, especially as part of the prestigious international Assicurazioni Generali Group.”

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Banca Generali

With 25.5 billion euros in customer assets under management at 30 September 2012, **Banca Generali** is a leading player in Italy in the field of integrated distribution of financial, banking and insurance products. The Bank is endowed with an **innovative organisational structure**, made up of two distinct networks (Banca Generali and Banca Generali Private Banking) specialising in financial advisory and financial planning, respectively, each focusing on different customer needs. A company of the Assicurazioni Generali — which has been the Parent Company of one of the leading international financial groups for over 180 years — Banca Generali has been listed on the Milan stock exchange since 2006 and is characterised by the **broad range and open architecture of its products and services**: assets under administration and custody, insurance products and asset management, including third-party products. The global offerings and qualified advisory service provided by Banca Generali's financial advisors and private bankers allow customers to identify the financial solutions that best fit their needs.

Banca Generali has 43 bank branches, 135 financial advisor offices throughout Italy and a dedicated contact centre (toll-free number: **800.155.155**). In addition, it also offers an advanced Internet platform, **www.bancagenerali.it**, which allows customers independent access to banking and investment services.

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