

**PRESS
RELEASE**

Banca Generali: conclusion of the buy back of treasury shares plan

Milan, 12 September 2017 – Banca Generali announces that implementation of the plan concerning the buy back of treasury shares in service of the Remuneration and Incentivisation Policies for key personnel, that has been authorized by the General Shareholders' Meeting held on 20 April 2017 (and announced to the market pursuant to Article 144-bis of Consob's Rules for Issuers adopted by Resolution No. 11971/1999), is concluded.

Banca Generali also announces that, as part of the aforementioned authorization resolved by the Shareholders' Meeting, it has bought 411,354 own shares at the average price of € 28.8222 per share, for a total amount of € 11,856,111.98.

Breakdown of transactions on a daily basis:

Date	Number of shares bought back	Average price (euro)	Total amount (euro)
28/07/2017	15,354	29.3152	450,105.58
31/07/2017	26,000	29.9849	779,607.40
01/08/2017	11,000	30.2075	332,282.50
02/08/2017	19,000	29.9436	568,928.40
03/08/2017	22,000	29.8412	656,506.40
04/08/2017	11,000	29.7464	327,210.40
07/08/2017	6,000	29.7283	178,369.80
08/08/2017	15,000	30.3178	454,767.00
09/08/2017	19,000	30.0094	570,178.60
10/08/2017	15,000	29.6213	444,319.50
11/08/2017	14,000	28.9178	404,849.20
14/08/2017	10,000	29.1420	291,420.00
16/08/2017	12,000	29.4837	353,804.40
17/08/2017	7,000	29.3953	205,767.10
18/08/2017	6,000	29.1554	174,932.40
21/08/2017	4,000	29.1947	116,778.80

CONTACTS:

www.bancagenerali.com

Media Relations

Michele Seghizzi

Tel. +39 02 6076 5683

Michele.seghizzi@bancagenerali.it

Investor Relations

Giuliana Pagliari

Tel: +39 02 6076 5548

giuliana.pagliari@bancagenerali.it

**PRESS
RELEASE**

Date	Number of shares bought back	Average price (euro)	Total amount (euro)
22/08/2017	5,000	29.2538	146,269.00
23/08/2017	7,000	28.9677	202,773.90
24/08/2017	6,000	28.9931	173,958.60
25/08/2017	7,000	28.9343	202,540.10
28/08/2017	6,000	28.6457	171,874.20
29/08/2017	34,000	27.6246	939,236.40
30/08/2017	14,000	27.6000	386,400.00
31/08/2017	10,000	27.7188	277,188.00
01/09/2017	20,000	27.8207	556,414.00
04/09/2017	8,000	27.6871	221,496.80
05/09/2017	11,000	27.4771	302,248.10
06/09/2017	15,000	27.7152	415,728.00
07/09/2017	18,000	27.8996	502,192.80
08/09/2017	24,000	27.4277	658,264.80
11/09/2017	14,000	27.8357	389,699.80
Total	411,354		11,856,111.98

Following the purchases that has been made, Banca Generali S.p.A. is now holding a total of 479,359 treasury shares, equal to 0.41023% of its share capital.

CONTACTS:

www.bancagenerali.com

Media Relations
Michele Seghizzi
Tel. +39 02 6076 5683

Michele.seghizzi@bancagenerali.it

Investor Relations
Giuliana Pagliari
Tel: +39 02 6076 5548

giuliana.pagliari@bancagenerali.it