

2024
ASSEMBLEA
DEGLI AZIONISTI
SHAREHOLDERS'
MEETING



24 April 2024

Shareholders'
Meeting Kit

Assemblea degli Azionisti 2024

Shareholders' Meeting



23 and 24 April 2024

2024 ASSEMBLEA DEGLI AZIONISTI SHAREHOLDERS' MEETING



Assicurazioni Generali S.p.A., with registered office in Trieste, at Piazza Duca degli Abruzzi no.2, processes your personal data as Data Controller to manage your relationship as shareholder of the Company and send you all the related relevant communications and newsletter. Our staff and only appointed third parties process your personal data with modalities and procedures appropriate to ensure an adequate level of security. For more information on your personal data processing, their retention time, on how exercise one of your rights (access, rectification, erasure, restriction, portability, object) or lodge a complaint to the Authority please visit [Privacy - Generali Group](#).



Dear Shareholder,

we are pleased to inform you that for the days **23 and 24 April 2024** the General Assembly of the Shareholders of Assicurazioni Generali is convened in ordinary and extraordinary session, at the offices of Assicurazioni Generali S.p.A. located in Trieste, Piazza Luigi Amedeo Duca degli Abruzzi 1: past experience makes us believe that the Assembly will take place on 24 April.

The Company has decided to avail itself of the right to convene the Annual General Meeting without the physical attendance of the shareholders and exclusively through the presence of the Designated Representative. The Designated Representative is a third-party, independent, and free service that expresses the vote of shareholders. By conferring a proxy, complete with voting instructions, it will also be possible to access the stream of the entire General Meeting.

In the hope of it being helpful, we have prepared this Kit containing some useful documents to facilitate your participation in the shareholders' meeting:

- Notice of call and Shareholders' Meeting agenda
- Procedure on attendance and voting by proxy
- Right to submit individual proposals for resolutions
- Right to submit questions before the Shareholders' Meeting
- Request form for the certificate to attend the Shareholders' Meeting
- Procedure for accessing the live streaming service
- Shareholders' Meeting Extended Inclusion: streaming services
- "A tree for a Shareholder" program
- Contacts for retail shareholders

Our Company has always been attentive to relations with retail shareholders, who are a significant part of the shareholding structure. We are proud that our meetings are characterized by a large participation of shareholders, and we hope that this will grow over time.

We remind you that, in order to take part in the Shareholders' Meeting, it is necessary to be a shareholder on 12 April 2024 (record date) and to request the intermediary - with which your shares are deposited - the communication for participation in the Shareholders' Meeting provided for by art. 83-sexies of Legislative Decree 24 February 1998, n. 58 ("TUF"). In case your intermediary does not provide an online method to request the communication for participation, you can use the request form contained in this Kit. Since the intermediary requires technical time for its procedures, we recommend that you take action as soon as possible and in any case by the aforementioned date.

To participate in the meeting, it will be necessary to give a proxy to the Designated Representative. It will be possible to grant the proxy online or via paper form: the details are available in the "Procedure on attendance and voting by proxy", contained in the Kit and published on the Company's website **www.generali.com**, in the *Governance / Annual General Meeting 2024* section. If the shares are held through a legal person, we inform you that the proxy must be accompanied by documentation that proves the legitimacy of the signatory of the document.

As in previous years, our Company will also give the opportunity to follow the Assembly in live streaming. The methods of accessing the service are available on the "Procedure for accessing the live streaming service" contained in the Kit, or on the Company's website, in the *Governance / Annual General Meeting 2024* section.

We inform you that the financial statements for the year 2023, the reports of the Board of Directors, as well as other information, are available on the website **www.generali.com** and that our offices (telephones +39 040 671621, +39 040 671696, e-mail address shareholders@generali.com) are at your disposal for any need connected with your status as Shareholder.



ASSICURAZIONI GENERALI S.P.A.

Company founded in 1831 in Trieste.
 Registered office in Trieste. Piazza Duca degli Abruzzi 2
 Share Capital Euro 1,592,382,832.00 fully paid up.
 Tax Code and Registration with the
 Companies Register of Venezia Giulia no. 00079760328.
 Registered under number 1.00003 of the Register of Insurance and Reinsurance Companies.
 Parent company of the Generali Group, registered under no. 026 of the Register of Insurance Groups.
 Certified email address: assicurazionigenerali@pec.generaligroup.com

NOTICE OF CALL OF THE GENERAL MEETING

In accordance with decree law no. 18 of 17 March 2020 (the Decree), converted with law no. 27 of 24 April 2020 (its effects have been extended until 30 April 2024 by decree law no. 215 of 30 December 2023 converted by law no. 18 of 23 February 2024), the Company has decided to avail itself of the right to convene the Annual General Meeting without the physical attendance of the shareholders and exclusively through the presence of the Designated Representative. The agenda and the procedures for the meeting are set out below.

Shareholders are called to a General Meeting at Palazzo Berlam, Trieste, piazza Duca degli Abruzzi 1 on

- **23 April 2024 at 9.00 am** in ordinary and extraordinary session (first call), and, if necessary, on
 - **24 April 2024 at 9.00 am** in ordinary and extraordinary session (second call),
- to pass resolutions on the following

AGENDA

1. 2023 Financial Statements.

- a) Approval of the separate financial statements as at and for the year ended 31 December 2023, accompanied by the Directors' Report, the Statutory Auditors' Report and the External Auditor's Report. Presentation of the consolidated financial statements and of the Annual Integrated Report. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
- b) Allocation of the 2023 profit and distribution of dividends. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

2. Share buy-back scheme for the purposes of cancelling own shares as part of the implementation of the 2022-24 strategic plan.

- a) Approval of the authorisation to buy back own shares. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
- b) Approval *in an extraordinary session* of the authorisation to cancel own shares without reducing the share capital. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

3. Approval *in an extraordinary session* of amendments to the Articles of Association. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

- a) Amendment to Article 7.2 on the keeping of corporate books.
- b) Amendment to Article 9.1 concerning the shareholders' equity items of the Life and the Property & Casualty businesses, pursuant to Article 5 of ISVAP Regulation no. 17 of 11 March 2008.

- c) Amendment to Article 16.1 on the ways of establishing entitlement to participate in the Shareholders' Meeting.
- d) Amendment to Article 18 on the chairing of the Shareholders' Meeting where the Chairperson of the Board of Directors (Chairperson) is absent or unable to exercise his/her responsibilities.
- e) Amendment to Article 19.1 lett. h) on the deliberations submitted by the Board of Directors (Board) to the approval of the ordinary Shareholders' Meeting.
- f) Amendments to Articles 28.2, 28.7, 28.13, 37.2 and 37.9 on the requirements and criteria set forth in the applicable law and regulations for members of the Board of Directors and the Board of Statutory Auditors (BoSA).
- g) Amendment of Article 28.4 on the indication of candidates for the offices of Chairperson and Managing Director in the lists submitted pursuant to Article 28.3.
- h) Amendment to Article 29.4 on the remit of the Chairperson.
- i) Amendment to Articles 30.1 and 30.2 on the substitution of the Chairperson who is absent or unable to exercise his/her responsibilities.
- j) Amendment to Article 32.2, letters f) g) and h) on the exclusive competences of the Board.
- k) Amendment to Articles 33.1 and 33.2 about location and modalities of convening the Board.
- l) Amendment to Article 34.1 about the faculty of the Board to set up advisory Committees.

4. Presentation of the Report on remuneration policy and payments.

- a) Approval of the first section of the Report on remuneration policy and payments, pursuant to Article 123-ter, paragraph 3, of legislative decree 58/1998 (CLFI) and Articles 41 and 59 of IVASS Regulation no. 38/2018. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
- b) Resolution on the second section of the Report on remuneration policy and payments, pursuant to Article 123-ter, paragraph 6, of the CLFI. Resolutions pertaining thereto and arising therefrom.

5. Group Long-Term Incentive Plan (LTIP) 2024-2026.

- a) Approval of the 2024-2026 LTIP pursuant to Article 114-bis of the CLFI. Resolutions pertaining thereto and arising therefrom. Delegation of powers.
- b) Approval of the authorisation to buy back own shares and to freely dispose of them for the purposes of remuneration and incentive plans. Resolutions pertaining thereto and arising therefrom. Delegation of powers.

ADDITIONS TO THE AGENDA

Shareholders representing, individually or jointly, at least 2.5% of the share capital may request, **within 10 days of the publication of the notice of call, i.e., by 23 March 2024**, additions to the list of items on the agenda (by specifying in their application the additional items they suggest) or submit draft resolutions on the items already on the agenda. The application must be submitted in writing and delivered to the registered office for the attention of the Head of Corporate Affairs, either through the postal service or via email to the certified email address azioni@pec.generalicom.it. Proof of ownership of the shares by applicant Shareholders and of the required sharehold-

ing to request additions to the agenda must be demonstrated by a specific document produced by the authorised intermediary and sent to the certified email address azioni@pec.generalicom.it.

Additions to the list of items on the agenda are not permitted for items for which the meeting is required by law to deliberate on the Directors' proposal or on the basis of projects or reports drafted by them. Any additions to the agenda or the submission of additional draft resolutions for items already on the agenda will be notified in the same manner as that required by law for the notice of call, within the deadlines specified in applicable regulations.

Shareholders requesting additions to the agenda are required to draft a report stating

the reasons for the draft resolutions regarding the new items that they propose, or the reasons for the additional draft resolutions on items already on the agenda. This report must be submitted to the Board of Directors by the deadline for the submission of requests for additions. The report will be made available to the public, together with any evaluations by the Board of Directors, when the notice of additional items is published.

INDIVIDUAL PROPOSALS FOR RESOLUTIONS

Due to the fact that the intervention at the Annual General Meeting is to be exclusively through the Designated Representative, in accordance with Article 126-*bis*.1.iii of the CLFI, parties with voting rights may, no later than **8 April 2024**, individually submit proposals for resolutions on the items on the agenda, by sending them via email to the Designated Representative's address **generalisti@pecserviziottitoli.it**, and to **azioni@pec.generalisti.com**, entering the words "General Meeting 2024 – individual proposal for resolutions" in the subject line of the email. The proposals must contain the text of the resolution and must be accompanied by information demonstrating the identity of the presenter and the percentage of share capital held on the date of submission, as well as by the references of the notice sent by the intermediary to the Company pursuant to Article 43 of the Unified Decree on Post-Trading Banca d'Italia / Consob of 13 August 2018. Pertinent proposals that have been correctly submitted will be made available to the public by the Company on the website www.generalisti.com, in the section *Governance/AGM 2024*, and with the other applicable procedures, **by 10 April 2024**.

The deadline for the submission of said proposals, set to coincide with the deadline for the publication of requests for additions, enables parties interested in submitting individual proposals to consider the material published by the Company in relation to the items on the agenda and, at the same time, allows the Designated Representative to adapt, where necessary, the forms for granting proxies pursuant to Article 135-*undecies* and Article 135-*novies* of the CLFI, so that parties entitled to vote may, for the purposes of issuing their voting instructions, assess, simultaneously and in time, all of the requests and proposals put forward.

DOCUMENTATION

The full text of the draft resolutions and the Board of Directors' reports on the items on the agenda, the related annexes, the 2023 financial statements with all of their annexes and statements signed by the Director in charge of preparing the financial reports of the Company, the report on the new incentive plan for Generali Group management, the annual Corporate Governance and Share Ownership Report and the Remuneration Report are filed, as required by law, at the registered office of the Company, and are available upon request to anyone, with the right to obtain copies. The availability of the aforementioned documents is also guaranteed, as required by law, on the Company website, www.generalisti.com, in the section *Governance/AGM 2024*, together with the forms that Shareholders may use to vote by proxy, as indicated below, and on the eMarket SDIR centralised regulated information storage mechanism managed by TeleborSA S.r.l., at www.emarketstorage.com. Information on the share capital, with details on the number and categories of shares, is also available on the website of the Company.

RIGHT TO SUBMIT QUESTIONS

Those entitled to vote may submit questions about the items on the agenda before the General Meeting, in accordance with s.127-*ter*, par. 1-*bis* of the CLFI, no later than the record date **(12 April 2024)**, which corresponds to the **7th market trading day before the date of the first call**, by sending their questions to the registered office of the Company for the attention of the Head of Corporate Affairs or via the email address **azionisti@generalisti.com** or the certified email address **azioni@pec.generalisti.com** in accordance with the terms and conditions set out in the procedure published on the Company's website www.generalisti.com in the section *Governance/AGM 2024*.

Replies will be provided by the Company **by 20 April 2024 by means of publication in a specific section of the website**, to allow those entitled to cast their vote to take the feedback provided by the Company into consideration. Proof of the right to vote may be provided by means of the notice specified below even after the submission of requests, provided that this is no later than the third day following the registration date, i.e., **by 15 April 2024**.



The Company may provide a single response to questions with the same content.

No response is due when the information requested is already available in the FAQ section of the Company's website or when the answer has been published in the legally required manner.

ENTITLEMENT TO ATTEND THE MEETING

Entitlement to attend the Annual General Meeting and to exercise voting rights is demonstrated by a statement that must be issued to the Company by an authorised intermediary in accordance with the relevant accounting records for the person that holds voting rights. The statement is issued by the intermediary based on the evidence as at the record date (12 April 2024), corresponding to the seventh market trading day before the date of the meeting on first call.

Debit and credit entries made after that date will not be considered for the purpose of establishing the right to vote; therefore, those who became shareholders after that date will not be entitled to attend or vote. Owners of shares that have not yet been dematerialised may only attend the Annual General Meeting if their share certificates have first been filed with a party authorised to input them into the computerised system for subsequent communication by the authorised intermediary.

Attendance by shareholders at the Annual General Meeting is governed by current law and regulations, and by the provisions of the Articles of Association and the Annual General Meeting Regulation, which are available at the registered office of the Company and on its website.

MEETING ATTENDANCE

In accordance with the Decree, pursuant to Article 106, entitled parties will only be permitted to attend and vote at the Annual General Meeting through the Designated Representative pursuant to Article 135-*undecies* of the CLFI. Specifically, shareholders with voting rights must therefore grant the power of representation and voting instructions to Computershare S.p.A., via Nizza, 262/73, 10126 - Turin, the Representative designated for this purpose by the Company pursuant to Article 135-*undecies* of the

CLFI, in accordance with the provisions of the applicable legislation. The members of the corporate bodies, the secretary, the representatives of the external auditors and the Designated Representative will be assured of the possibility to participate in the General Meeting remotely.

The power of representation is granted by signing the relevant form, available on the Company's website in the section *Governance/AGM 2024*. The proxy form must be received by Computershare S.p.A. by the end of the second market trading day before the actual date of the AGM (expected to be 24 April 2024), in accordance with the procedure specified in point 1 of the Instructions for form compilation and submission set out in the form itself. **To facilitate the sending of the proxy and voting instructions, it will be possible to fill out and send the form online with a guided procedure until 12.00 (noon) on 23 April 2024, from section of the Assicurazioni Generali website dedicated to the AGM.**

The proxy does not cover draft resolutions for which no voting instructions have been given. The proxy and voting instructions may be revoked within the same deadline and using the same procedures as those used to grant the proxy.

The statement issued to the Company by the intermediary, certifying the right to attend the meeting and exercise voting rights, is necessary: in the absence of this statement, the proxy shall be deemed null and void. The Designated Representative may, in lieu of the original, deliver or send a copy of the proxy form to the Company, attesting under their own responsibility that the copy is a true copy of the original and that the identity of the delegating party is correct. Pursuant to applicable legislation, the Designated Representative must retain the original proxy forms and details of any voting instructions received for one year from the end of the Annual General Meeting.

The proxy may also be granted with an electronic document signed electronically pursuant to article 21.2 of Legislative Decree no. 82 of 7 March 2005, and sent to the certified email address generali@pecserviziitolli.it.

Without prejudice to the need for a proxy to be granted to the Designated Representative, the Designated Representative may also be granted proxies or sub-proxies pursuant to article 135-*novies* of the CLFI, also in derogation of the provisions of Article 135-*undecies*.4, of the CLFI. The proxy form



available on the Company website may be used to grant such proxies.

Proxy forms, together with voting instructions, may only be sent to the Designated Representative.

ARRANGEMENTS

The Company offers an ever broader and inclusive spectrum of stakeholders the opportunity to follow this key institutional communication event, through the following services:

- **Live streaming service.** It will be possible to follow the opening reports of the top management of the Company and, for shareholders entitled to attend the meeting, the full proceedings via a live video streaming service.
- **Shareholders' Meeting Extended Inclusion (SMEI) programme.** As part of the programme to limit physical, communication, and sensory barriers, it will be possible to use the live streaming service in Italian and also through a simultaneous translation in English, French, German, Spanish and Italian sign language, and also with Italian captions.

Instructions for access to the streaming service and the SMEI services are provided on the company website www.generali.com in the section *Governance/AGM 2024*.

- **Useful contacts.** Further information or clarifications about shareholder attendance at the AGM may be obtained by sending an email to azionisti@generali.com and via telephone at +39.040.671621 and +39.040.671696; other persons wishing to attend the meeting may use the following contacts: for financial experts and analysts: telephone +39.040.671402 and email ir@generali.com; for journalists: telephone +39.02.43535014 and email media@generali.com.

INFORMATION ON SHARE CAPITAL

The subscribed and paid-in share capital is Euro 1,592,382,832.00 represented by 1,559,281,461 ordinary shares with no par value. Each share confers the right to one vote. On the date of publication of this notice, the Company and the companies it controls hold 17,059,872 Assicurazioni Generali S.p.A. Shares, equal to 1.09% of share capital.

Milan, 11 March 2024

On behalf of the Board of Directors
The Chair
(Andrea Sironi)

Procedure on attendance and voting by proxy

The Company has decided to avail itself of the right, introduced by article 106 of the Decree, to convene the Annual General Meeting without the physical attendance of the shareholders and exclusively through the presence of the Designated Representative.

As a consequence, all Shareholders entitled to attend the Meeting may only participate by conferring a proxy, complete with voting instructions, to Computershare S.p.A.: if voting instructions are missing on one or more of the voting points on the agenda, Computershare S.p.A. will not cast a vote and the shares represented will not be counted as present with regard to the voting quorum.

Please note that the meeting's agenda, complete with all voting items, could be subject to amendments until 8 April 2024 as a consequence of the possible individual proposals for resolutions put forth by shareholders as set out in the notice of call. Consequently, it is recommended to wait until the 9 April 2024 in order to confer the proxy complete with voting instructions, in order to be able to express the voting instructions on all voting items already when conferring the proxy.

The proxy to Computershare can be conferred in one of two alternative ways:

- through a proxy to the Designated Representative appointed by the Company, under art. 135-*undecies* of Legislative Decree 58/1998. The shareholder conferring the proxy will have to fill in the proxy form available in the Company's website. Proxies must be delivered to Computershare S.p.A. by 22 April, 2024 at 12.00 pm (the second market trading day before the actual date of the Shareholders' Meeting, in case it is held on 24 April 2024) as follows:

- **Registered Email holders (PEC):** as an attachment document (PDF format) sent to

general@pecserviziotitoli.it if the Proxy giver (as Individual or as Legal Entity) is a Registered Email Holder;

- **Digital Signature holders (FEA):** as an attachment document with digital signature sent to general@pecserviziotitoli.it if the Proxy giver (as Individual or as Legal Entity) is a Digital Signature Holder;

- **Common Email address holders:** as an attachment document (PDF format) sent to general@pecserviziotitoli.it. In this case, the hard copy of the proxy shall be sent via ordinary mail service to Computershare S.p.A. via Nizza 262/73, 10126 Turin;

- **By fax** to +39 011 0923202;

- **Through the Company's website www.general.com:** in order to facilitate the delivery of the proxy and the voting instructions, it will be possible to fill in and submit the proxy form to the Designated Representative online and in a step-by-step procedure by 12.00 am on 23 April 2024 on the dedicated section of Assicurazioni Generali Website for this Shareholders' Meeting (*general.com / Governance / Annual General Meeting 2024*);

- through a written ordinary proxy under art.135-*novies* of Legislative Decree 58/1998, conferred by filling in the proxy form available on the Company's website. Said form has to be sent with the modalities set in the form itself.

If, for technical reasons, proxies are not available in electronic format, they may be sent upon request. To this end, please call +39 011 0923200.

The proxy does not apply to items for which voting instructions have not been provided. The proxy and voting instructions may be cancelled by the end of the second day before the actual date of the Shareholders' Meeting.



Right to submit individual proposals for resolutions

Due to the fact that the Annual General Meeting is to be held exclusively through the Designated Representative, shareholders with voting rights may, **no later than 8 April 2024**, individually submit proposals for resolutions on the items on the agenda, by sending them via e-mail to the Designated Representative's address generali@pecserviziotitoli.it, and to azioni@pec.generali.com, entering the words "General Meeting 2024 – individual proposals for resolutions" in the subject line of the email.

The proposals must contain the text of the ruling and be accompanied by information demonstrating the identity of the proposer and the percentage of the share capital held on the date of submission, as well as references of the notice sent by the intermediary to the Company.

Validly submitted relevant proposals will be made available to the public by the Company on the website www.generali.com, in the section *Governance / Annual General Meeting 2024*, and in other applicable ways.

Right to submit questions before the Shareholders' Meeting

Shareholders entitled to vote may ask questions about the items on the agenda also before the Shareholders' Meeting **up to 12.00 pm, 12 April, 2024** (the 7th market trading day before the date of the first call of the General Meeting).

Questions are submitted by e-mailing them to azionisti@generali.com, or to the certified e-mail address azioni@pec.generali.com, or by delivering them to the Company's registered office, in Trieste, Piazza Duca degli Abruzzi 2, to the attention of the Head of *Corporate Affairs*.

Questions must be accompanied by the shareholders' personal data.

Legitimation to submit questions is certified by a communication issued by the custodian intermediary, that certifies that as sharehold-

er you are entitled to do so. This can also be shared up to three days after the sending of questions but has to happen in any case before 15 April 2024 (the third day after the record date).

Questions received by said time limit, after having verified their relevance and the right for the applicant, will be answered by 20 April 2024 through publication in a dedicated section of the Company's institutional website, www.generali.com.

The Company may provide a single answer to all questions on the same topics. No reply is due to questions raised prior to the Shareholders' Meeting, where the information required is already available in the "FAQ" section of the Company's website or when the answer has been published in accordance with current law.

Request form for the certificate to attend the Shareholders' Meeting

Please write the name of your depositary bank, which is the **only one** you must send this letter to

To Mr./Ms

.....

.....

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.....

**Request for the certificate to attend the Shareholders' Meeting
(under Article 83-sexies of Italian Legislative Decree No. 58 of 24 February 1998)**

**Ordinary and extraordinary Shareholders' Meeting
of Assicurazioni Generali on 23 and 24 April 2024**

I, the undersigned,

.....
(*surname or company name*) (name)

tax identification no.

with reference to the Shareholders' Meeting above, kindly ask you to issue the certificate under Article 83-sexies of Italian Legislative Decree no. 58 of 24 February 1998 for all Assicurazioni Generali shares registered in my name and deposited at your bank.

Please send me a copy of the certificate if so provided by your policies or give me the details thereof, unless otherwise provided.

Thank you in advance for your cooperation. Best regards,

Date,

Signed by



Procedure for access the live streaming service

On the occasion of the Annual General Meeting of 24 April 2024, Assicurazioni Generali will once again offer the **opportunity to follow the Meeting proceedings in live video streaming**. This way, an increasingly larger audience of *stakeholders* will be able to easily witness this important moment of corporate communication.

The live streaming will begin at 9.00 am on 24 April 2024.

The live streaming service will be available, for everyone, in Italian, as well as through a simultaneous translation in English, French, German, Spanish and Italian sign language (LIS). Italian subtitles will also be available.

It is kindly recommended to register as soon as possible following the procedure that will be available from 12 April 2024 on our Company's website www.generali.com in the *Governance / Annual General Meeting 2024* section.

In compliance with the status of private event of the Shareholders' General Meeting, **only for certified shareholders (those who requested the communication for participa-**

tion in the Meeting from their custodian under art. 83-*sexies* of the CLFI), thus resulting a Generali shareholder at the record date 12 April 2024, **and that have given the proxy to the Designated Representative, the entire Meeting proceedings will be available in live streaming**. The service will be available directly through the portal of the Designated Representative, after signing in. The access credentials will be the same used in case of conferral of a proxy. In order to sign in, some identity information will be required, including a valid e-mail address and information on the communication for participation requested from the custodian.

For those who did not request the communication for participation in the Meeting and did not give the proxy to the Designated Representative, including non-shareholders, only the public part of the Meeting, including the opening speeches by the Company's top management, will be available in live video streaming. The link to access the streaming service will be available on the Company's website. In order to sign in, limited identity information will be required, including a valid e-mail address.

Shareholders' Meeting Extended Inclusion: streaming services

In order to mitigate the impact of physical, communicative and sensory barriers that can hinder participation in the Shareholders' Meeting, Assicurazioni Generali has developed the **SMEI - Shareholders' Meeting Extended Inclusion program**.

Starting from 2016, thanks to the support of professionals and external collaborators, such as mediators, interpreters, and health workers, and the dedication and enthusiasm of the Group's volunteers, the SMEI program offers in fact various services oriented to the inclusion of all the shareholders regarding that central moment of the life of the Company that is the Annual General Meeting.

In recent years, since the Shareholders' Meetings have been convened with the only possibility of participating by granting the power of representation to the Exclusive Designated Representative, Generali's attention towards shareholders and stakeholders has found

expression with the realization of an important service: the live streaming of the Meeting's proceedings. This service, in a context of greater inclusiveness, has been integrated with simultaneous translation in English, French, German, Spanish, Italian Sign Language (LIS), and with Italian subtitles.

On the occasion of the Shareholders' Meeting of 24 April 2024, the Company decided to replicate the live streaming service in order to extend to a wide audience the opportunity to easily attend this fundamental moment of institutional communication.

For further information and/or clarification, the Shareholders' Meeting Extended Inclusion program team is available at the e-mail address smei@generali.com and at the telephone number +39 040 6799110. The information service is available from Monday to Thursday from 09.00 to 16.00, and on Friday from 09.00 to 13.00, until 23 April 2024.



“A tree for a Shareholder” program

Generali proudly continues with the program “**A tree for a Shareholder**”: in fact, in 2024, a tree will be planted for each of the shareholders participating in the Shareholders' Meeting of the 24 of April.

The program, launched in 2022, aims at combining the participation of Generali's shareholders in the Company's meetings with the Group's commitment to rebuild a wounded ecosystem and to restore the relationship between territory and community. This is a symbolic and concrete gesture, which saw in 2023 the active involvement of the shareholders themselves, who, for the first time, were invited to participate in the event dedicated to the planting of trees.

The Company, following the great success of previous editions of the initiative, and the value of interventions repeated over time, will re-propose the reforestation activity continuing on the basis of the about 6,500 trees already planted to support the regeneration and resilience of the ecosystem of the Alpine area hit by the Vaia storm in 2018.

In 2022 and 2023, the reforestation activity focused on Bosco Pizzotto and Bosco della Panarotta in the Municipality of Levico Terme; in 2024, the action area for the interventions of the program will involve the forests in Val Cadino of the Magnifica Comunità di Fiemme, in the municipality of Castello-Molina di Fiemme.

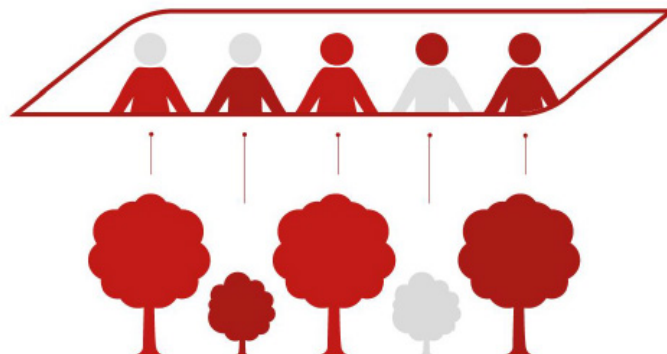
Generali thus aims at further increasing the reforestation activity, collaborating again with CO2 Advisor, local authorities and agro-forestry consortia engaged daily in the restoration

of devastated areas to achieve a progressive and lasting intervention. Through the planting and maintenance of fir, larch, beech, maple and many other tree species, the goal remains to increase biodiversity, promote the absorption of CO2 and accelerate the process of recovery of the forest, making it more resilient to extreme weather events and better able to contain landslides and avalanches, as well as providing communities with important landscape resources.

In the Lifetime Partner 24: Driving Growth strategy, sustainability is present as the originator. During the current strategic cycle, the goal is to achieve a positive and relevant social and environmental impact for all stakeholders, increasingly integrating sustainability in processes, business decisions, and maintaining our strong commitment in local communities as an integral part of the overall strategic positioning.

The essence of insurance is the social sharing of risk, so that adverse or catastrophic events, such as those generated by climate change, do not weigh excessively on individuals. Addressing uncertainties together is what makes them sustainable and Generali aims to be alongside its stakeholders by addressing the challenges of our present time, protecting people, their health, the planet and future generations.

For this reason, Assicurazioni Generali invites its shareholders not only to participate in the Shareholders' Meeting to make their voice heard, but also to build, together, a joint path of sustainable success.



Contacts for retail shareholders



MICHELE AMENDOLAGINE

Head of Shareholders & Governance
michele.amendolagine@generali.com



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