

8.2.2 Policies in support of families and young people

Banca Generali offering for families and young people

Over time, Banca Generali has developed solutions targeted to families aimed at protecting investments and preserving family welfare.

With specific regard to savings products dedicated to children and projects for their future, we realised and marketed a number of products such as:

- > the policy **BG 18 anni**, which allows a savings plan to be used to create capital intended for a child's future, from support for educational costs to the certainty of being able to contribute to the first big expenditures. The product is highly flexible and includes interesting features:
 - the Scholarship option (paid out when the contract expires) which allows the capital to be disbursed in instalments in order to finance university studies or to be redeemed to be put towards purchasing a first car or home or launching a career;
 - 5% Loyalty Bonus paid out when the contract expires;
 - additional payments accepted from persons other than the policyholder, such as grandparents, aunts and uncles;
 - additional payments supplemented by the Company in case of unexpected and adverse event affecting the policyholder;
 - an innovative simulation that parents can use, in a simple, intuitive process, to formulate an investment plan in BG 18 Anni with the aim of reaching the career path or course of study of interest to their children;
- > the account card **BG GO!**, created for a young customer target that associates all of the main services linked to a current account with the special functions of a debit card. The reduced annual fee and the ability to use it to make online purchases make BG GO! an ideal product for the under 30 market;
- > the **BG 10+ deposit account**, which includes a free prepaid card and no management fee, is an account on which young people may put their savings, under the supervision of an adult who in practice manages the account. This product is part of a project aimed at increasing awareness on children's financial education, which Banca Generali has been developing for several years;
- > finally, also the initiative "**Un Campione per Amico**", which is touring the Italian major cities with the help of four sports champions, aims to involve young people in financial education through sports and play.

With regard to our products targeted to households, several products were developed, designed to meet the need for welfare and protection of investments.

With a view to protecting household's wealth and caring for loved ones, particular mention should be made of **BG Stile Libero**, the multi-line policy that allows up to a maximum of 30% to be invested in an Assicurazioni Generali Group's segregated account with a guaranteed capital sum even in the event of early redemption. The policy offers an integrated system of insurance covers such as death cover according to age, accident cover and increased cover in the event of capital losses, allowing policyholders to protect their investments and guarantee peace of mind to their families. 2015 saw the launch of the new "**TCMX2**" cover which offers the subscriber the option to double the capital loss cap on the amount invested in funds up to 350,000 euro.

In addition to BG Stile Libero, the range of insurance products developed to satisfy this need for protection also includes:

- > a temporary life insurance policy, **BG Tutela** which, in case of the insured's death, guarantees the payment of capital to the designated beneficiaries with an annual minimum premium of 50 euros;
- > the **insurance Casa** by Genertel which provides insurance coverage for the home and family activities in case of injury caused to third parties, damage to the building and its contents.

As part of our banking services dedicated to improving households' welfare, in the year we continued offering current accounts with ad hoc conditions intended for family associations whose members include people with disabilities (e.g., the non-profit organization La Goccia, ANNFASS, L'anatroccolo) or associations supporting scientific research on rare diseases (e.g. AISM - Italian Multiple Sclerosis Association) as well as offering mortgages and loans of major third party financial institutions to promote and protect the residential real estate investments of our customers.

Moreover, in order to meet families' increasing mobility and the need to always be reachable, the Bank makes available two Apps for iOS and Android systems through which people can view their overall accounts and perform transactions from their smartphones.

In 2015 Banca Generali continued with its security focus:

- > an insurance policy protecting against theft arising from ATM use was introduced, in collaboration with Europ Assistance;
- > in the digital area, the Security Card was permanently replaced by the Secure Call service as a strong authentication medium that can be used to confirm online transactions via a free call from a personal smartphone. The Secure Code was also introduced, a new simple and fast confirmation tool that uses a password device set by the customer, for transactions not involving the withdrawal of cash from the customer's accounts.