

The Generali Ownership Plan We SHARE honoured at GEO Awards

The Group's plan for employees won in three categories, making Generali the most awarded company of any edition of the event

Milan – We SHARE, the share plan for Generali Group employees, was awarded at the last edition of the GEO (Global Equity Organization) Awards, the international global event that recognizes companies for excellence in the design and management of their employee share plans.

We SHARE was honoured in the following three categories and, for this reason, Generali was the most awarded company of any edition of the event:

- Best Plan Communication, for its multi-channel, multi-media plan that offered clear and coherent contents to over 60,000 employees worldwide, available in 20 languages representing 23 different currencies
- Best use of a share plan in support of CSR (Corporate Social Responsibility), for its innovative use of employee participation to drive social change; through both Group and individual donations, We SHARE supported The Human Safety Net foundation to fund the financial education project to vulnerable families developed in partnership with UNICEF
- Best in financial education, thanks to the financial education initiatives launched within the “We SHARE App”, a digital platform that provides plan participants with on-demand access to financial education resources and leverages content from qualified sources inside and outside the company along with webinars featuring experts and stakeholders.

Founded in 1999, the Global Equity Organization (GEO) supports corporate executives and professionals dealing with the challenges of creating, managing and administering employee share plans at national and global level. With the GEO Awards, winning companies are recognized for designing, communicating, or offering programmes that allow employees worldwide to participate effectively and benefit from their company's share plan.