

## PRESS RELEASE

### Bancassurance partnership for Croatian market

**Zagreb, 26 January 2023** – Privredna banka Zagreb d. d. (PBZ), member of Intesa Sanpaolo Group, has announced a partnership of Intesa Sanpaolo with insurer Generali for the Croatian market with the aim to strengthen the bancassurance business in the country and provide a comprehensive offering for families and companies.

This partnership combines good knowledge of customer needs and developed business network of Privredna banka Zagreb with Generali's extensive experience in developing and offering insurance products. In this way, a service model will soon be introduced in the Croatian market based on the operation of a single team comprised of experts at the international and local level in order to provide customers with the most appropriate bancassurance solutions and improved quality of the services offered.

“By joining forces, positions, and expertise of PBZ and Generali in Croatia, which both rely on the respectable international experience of their parent groups, we are in a position to create added value for our clients and offer them the highest quality financial solutions and top-class user experience. This agreement marks a step forward in our strong and effective partnership to further improve and personalize the customer protection experience,” said **Hrvoje Dajak**, Head of Retail and member of PBZ Management Board.

“Our strategic goal is to become Lifetime partner of our customers and with this partnership we are proud to reinforce our ties with PBZ Bank offering to its customers flexible solutions to further protect Croatian individuals, families and companies”, said **Mario Carini**, CEO of Generali osiguranje d.d.

A new umbrella brand “BE PROTECTED” has been created to help reinforce the bancassurance business. Its graphic design with carefully selected typography intuitively and directly strengthens the message of the protection concept and the value that these products bring to the bank's customers.

**Privredna banka Zagreb (PBZ)** is part of the Intesa Sanpaolo Group, one of the largest banking groups in Europe. PBZ is the second largest bank and financial group in Croatia by assets with a market share of up to or slightly above 20 per cent in various operating segments, and also a market leader in many areas, such as card business and new technologies, continuously developing new and innovative products and services. PBZ is also the centre of excellence for many areas of banking within the International Subsidiary Banks Division of the Intesa Sanpaolo Group and thus became a regional banking hub following the acquisition of the majority ownership of Intesa Sanpaolo banks in Bosnia and Herzegovina and Slovenia.

[www.pbz.hr](http://www.pbz.hr)

**Intesa Sanpaolo** is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500 million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the Gallerie d'Italia, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

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**Generali osiguranje** is a part of the **Generali Group** - one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of € 75.8 billion in 2021. With around 75,000 employees serving 67 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society. **MSCI**, a leading international ESG rating company, has upgraded Generali to AAA, its highest possible rating, from AA. MSCI's assessment found that Generali adopts industry best practices to mitigate climate related risks. Generali is also included in the **Dow Jones Sustainability World Index (DJSI)** and in the **Dow Jones Sustainability Europe Index (DJSI Europe)**. Focusing on SMEs as the foundation of the European economy and one of the main drivers of sustainable transition, Generali launched **SME EnterPRIZE**. This strategic initiative promotes a greener and more inclusive economy **in line with the European Green Plan and the Next Generation EU** initiative as well as a culture of sustainability among European SMEs. Generali is also **active in its communities by The Human Safety Net Foundation**, established five years ago, with the idea that communities of "people helping people" can lead to sustainable change. **In Croatia, THSN cooperates with the Center "Growing- Up Together"** to support parents and children exposed to more demanding life circumstances, which hinder the development of their children, reaching more than 2,500 parents and 1,500 children, with the further implementation of new support programs. The home of The Human Safety Net, Venice's Procuratie Vecchie overlooking St Mark's Square, has won one of the most important prizes in the design world - the **2022 Red Dot Design award for Best Interior Design**.