

PRESS RELEASE

CATTOLICA ASSICURAZIONI: THE GROUP'S NEW MARKETING DEPARTMENT IS ESTABLISHED

FRANCESCO MINELLI APPOINTED DIRECTOR

Verona, 20 December 2018. A new member joins the Cattolica Group: on the 18th December, Francesco Minelli became part of the company's managerial team when he assumed the role of Director of the Group's newly established marketing department. This role involves reporting directly to General Manager for Markets and Distribution Channels, Carlo Ferraresi.

A graduate from the Economics and Commerce department of the Catholic University of Milan where he undertook research in the field of IT systems, Francesco Minelli went on to become Director of Services and Innovation at ANIA. He has also carried out senior tasks in leading Italian financial institutions. He has developed a strong background in marketing and in the development of the commercial provision of products and services with a strong focus on technology innovation.

The Distribution and Marketing department of the Cattolica Group, renamed Department for Markets and Distribution Channels, will be focussed on promoting and sustaining the agency network and will be under the responsibility of doctor Marco Lamola. Doctor Massimo Montecchio will take on the role of Marketing and Client Manager and will report to doctor Minelli.

Carlo Ferraresi, General Manager for Markets and Distribution Channels, stated: "The Cattolica team is being strengthened today with the arrival of such a high profile manager. Under the guidance of Francesco Minelli, the group's newly established Marketing Department will offer a robust and interdisciplinary service to all distribution channels and companies within the Group. This will accelerate both the improvement of products and the creation of an ecosystem of services as envisaged by the 2018-2020 Business Plan and following on from the work already started by Marco Lamola and Massimo Montecchio. At the same time, with this new layout the Cattolica group is investing in the growth and reinforcement of the agency network, which has been further reinforced by the recent system agreement reached with the groups of agents. Distribution is an important strategy for the Group and will, ultimately, be developed thanks to the professionalism of Marco Lamola, who has already demonstrated his successful work for the Company and the agency network and is particularly dedicated to this important asset."

CONTACTS

Media Relations Manager Erminia Frigerio
(Mob. +39 337/1165255)
erminia.frigerio@cattolicaassicurazioni.it

Local Media Manager
Angelo Cipriani (Mob. +39 347/5074052)
angelo.cipriani@cattolicaassicurazioni.it

Press Officer
Pietro Moneta (Mob. +39 337/1176726)
pietro.moneta@cattolicaassicurazioni.it

Press Officer
Camilla Pisani (Mob. +39 335/7138669)
camilla.pisani@cattolicaassicurazioni.it