

PRESS RELEASE

CATTOLICA ASSICURAZIONI CELEBRATES 115 YEARS

Verona, 27 February 2011. “Today, Cattolica Assicurazioni celebrates 115 years since it was founded and does so with the pride and awareness of a large company which has strengthened and grown, remaining faithful to its original spirit and values”, stated Paolo Bedoni, Chairman of Cattolica. Bedoni revealed how the Veronese company is the only cooperative enterprise amongst the large Italian insurance groups. Cattolica was founded in the sacristy of Saint Euphemia in Verona with 34 members, 20 laity and 14 priests. It was 27 February 1896.

Società Cattolica di Assicurazione was founded under the high patronage of the Opera dei Congressi and Comitati Cattolici in Italy.

Cattolica structured itself as a social cooperative company and began offering insurance against damage incurred by hail and fire. The company had the important aim of protecting small landowners from damage caused by hail and fire. Then in 1900, the company extended its services to offering life insurance.

After recovering from the trauma of the First World War, it was time for the company to adapt and expand. The Second World War greatly tested Cattolica Assicurazioni. The true rebirth took place in the middle of the fifties. Those were the years in which the economic boom began to emerge: Cattolica kept abreast of the huge development taking place in Italy, its financial, technical and organisational structures grew stronger.

In 1976, Cattolica created its first subsidiary company, Verona Assicurazioni. Its growth continued over the following decades. During the 90s, the company added bancassurance to its agency network. At the beginning of the year 2000, the company completed its transition from a medium-sized company to a significant national Group.

However, in more recent years, Cattolica made a name for itself in the Italian insurance sector for the way in which it miraculously overcame the global financial and economic crisis. “Cattolica,” commented Chairman Bedoni, “has grown up from its own roots, remaining faithful to its origins, land and values. Today, with its 115 years of history, it is stronger and more stable than ever, ready to take on any challenges the future may bring.”

SOCIETÀ CATTOLICA DI ASSICURAZIONE

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