

PRESS RELEASE

CORONAVIRUS: AVAILABLE IN ITALY THE FIRST POLICY TO PROTECT BUSINESSES

Cattolica Assicurazioni launches “Active Business NONStop”, an immediate response to deal with compulsory closures

Verona, 3 March 2020 – Protecting people and businesses, safeguarding them from the unexpected: Cattolica Assicurazioni launches a new policy on the Italian market: “Active Business NONStop” designed to deal with the consequences of the spread of the COVID-19 virus.

The solution was developed within days of the outbreak of the emergency to provide an immediate response to a demand from businesses (shops, bars and services) which were served with closure orders or affected by restrictive measures imposed by the authorities as a result of the threatened epidemic.

In order to meet the needs of small entrepreneurs, Cattolica's “Active Business NONStop” policy, which is distributed at Cattolica and TUA agencies and has a duration of one year, guarantees immediate support of €1,000 per day for a maximum of 15 days in the event of closure decreed by the authorities.

Despite the public contributions that can be provided in such cases, companies still have considerable economic and financial exposure, as well as social consequences that are difficult to quantify but equally difficult to deal with for those who manage an enterprise, in many cases with staff.

Active Business NONStop was developed thanks to the highly specialised know-how of CATTRe, a reinsurance company of the Cattolica group that designs *ad hoc* insurance solutions for specific risks or those that are new to the market.

“We have always believed in the social role of insurance. We could not remain indifferent to the appeals of those who found themselves unable to work from one day to the next” – said Carlo Ferraresi, General Manager of Cattolica Assicurazioni. “Within hours of the outbreak of the emergency, Cattolica set to work on a solution that, once again, testifies to the dynamism of our company. This policy is our contribution to the many small entrepreneurs and traders who, at such a difficult time, continue to make a daily effort to ensure a variety of goods and services for the whole community and help mitigate the negative effects of the critical situation”.

Cattolica Assicurazioni is one of the main players on the Italian insurance market and the only cooperative company in its industry to be listed on the Milan Stock Exchange, where it has been present since November 2000. With nearly 3.6 million customers who rely on the insurance solutions and products it distributes, the Group has total premiums of nearly €6 billion (2018). At the Group level, Cattolica has 1,419 agencies spread throughout Italy, covering both large cities and smaller towns, and a network of 1,900 agents. For further information: www.cattolica.it/en/profile

CONTACT INFORMATION

Head of Media Relations

Erminia Frigerio (mob. 337/1165255)
erminia.frigerio@cattolicaassicurazioni.it

Press Officer

Pietro Moneta (mob. 337/1176726)
pietro.moneta@cattolicaassicurazioni.it

Press Officer

Enrico Presazzi (mob. 331/6754520)
enrico.presazzi@cattolicaassicurazioni.it

Head of Local Media

Angelo Cipriani (mob. 347/5074052)
angelo.cipriani@cattolicaassicurazioni.it

Press Officer

Camilla Pisani (mob. 335/7138669)
camilla.pisani@cattolicaassicurazioni.it