

## PRESS RELEASE

### CATTOLICA ASSICURAZIONI LAUNCHES "GETTING ACTIVE PAYS"

*Promoting initiatives and partnerships to get people more involved in sport*

---

Verona, 11 October 2021. Key sector studies have confirmed that regular exercise has positive effects on health and plays an important preventative role, benefiting individuals and the wider community. For this reason, Cattolica Assicurazioni, which has always cared about the protection and well-being of people, has come up with three new initiatives to strengthen the concept of "Getting Active Pays". These initiatives are part of the approach of helping people to manage their health in a proactive and informed way, in connection with the communication campaign "The future's waiting for us: Let's be ready for it" launched by the Group to support the Active Benessere solution.

*"With 'Getting Active Pays', Cattolica Assicurazioni has made a concrete investment in supporting and promoting physical activity among Italians, both through the first campaign, which reduces the cost of insurance according to the number of people doing and sharing sports activities, and through an innovative advisory service offered free of charge to our Active Benessere customers on the right approach to sport for the entire family, including children, young people and adults",* **says Carlalberto Crippa, Business Development & Marketing Director of the Cattolica Assicurazioni Group.**

The first initiative relates directly to Italians' love for sport and the potential for prevention, diagnosis, treatment and convalescence of Active Benessere, the comprehensive health insurance solution recently launched by Cattolica Assicurazioni. Using social listening techniques, via a website dedicated to the initiative ([vivereinmovimento.it](http://vivereinmovimento.it)) the innovative Active Index will offer potential customers a policy discount based on how many people are playing sport at that particular time. The more Italians are getting active by playing sports, the cheaper it is to take out the policy.

Cattolica will also give new Active Benessere policyholders the chance to take part in an instant-win competition, an additional incentive for those helping to protect their health through the policy's innovative services.

Through a code assigned when the policy is underwritten, every day until 31 December policyholders can try to win one of 90 gift cards offering discounts from €30 to €500 on purchases from the biggest market brands.

In line with the “Getting Active” philosophy and the approach to sport promoted by [newsportvision](#), Cattolica is offering a sports advice service to anyone who wants to discuss playing sports or their physical activity. As well as more detailed content in the form of video clips, the Help Desk Sport Advisor service can be accessed on the website. By filling out a simple form, anyone wishing to do so can request personalised advice on the most suitable sport for them based on their characteristics.

***Cattolica Assicurazioni** is one of the main players on the Italian insurance market and has been listed on the Milan Stock Exchange since November 2000. With around 3.5 million customers who trust in the insurance solutions and products it distributes, the Group has total premium income of €5.7 billion (2020). At Group level, Cattolica has 1,360 agencies throughout Italy, covering both large cities and smaller towns, and a network of 1,851 agents. For further information: <https://www.cattolica.it/en/profile>*

#### **CONTACT INFORMATION**

**Cattolica Assicurazioni Press Office**  
[ufficiostampa@cattolicaassicurazioni.it](mailto:ufficiostampa@cattolicaassicurazioni.it)