

PRESS RELEASE

“ROUTE 44” 2021 AGENTS TOUR: THE DEPUTY GENERAL MANAGER AND SALES & MARKETING DIRECTOR OF CATTOLICA ASSICURAZIONI, MARCO LAMOLA, RETURNS TO MEET THE NETWORK IN PERSON

The Sales & Marketing Department, with Marco Lamola at the helm, is set to travel more than 11,550 kilometres on a tour of the Cattolica distribution network lasting 11 weeks and 27 working days. A busy programme designed to get close to agents, listen to their needs and those of contractors, and establish the challenges that lie ahead for the Company's distribution network

Verona, 15 September 2021. The Cattolica Assicurazioni Sales & Marketing Department is spending autumn on the road. In full compliance with anti-Covid regulations, Deputy General Manager Marco Lamola and his team are about to travel more than 11,500 kilometres in 11 weeks to go back and meet the network in person with the “Route 44” tour. From the north to the south of the peninsula, 44 meetings over 27 working days will take place to listen to agents and contractors in operational meetings and dedicated conversations.

After the online tours that took place in March (*Duemila21 Pronti al Futuro* (Two Thousand21 Ready for the Future)) and in July, for the third meeting of the year it was decided to finally return in person: the first stop will be Perugia, on Thursday 16 September, and the last will be Cagliari, on 26 November.

This is a major commitment on the part of Sales & Marketing Director Marco Lamola, who this year wanted to meet face to face with the agents of each of the 44 sales areas, as well as the best contractors and front office employees who distinguished themselves in competitions in the period. The 44 meetings, one per sales area, will be attended by around 40 agents on average, who will have the opportunity to interact directly with management.

During the meetings, space will be devoted to Arena, the sales platform launched last year for the effective implementation of the Business Plan.

“After 18 months of enforced distancing, let's meet again face to face and spend time together,” said **Deputy General Manager of Cattolica Assicurazioni, Marco Lamola**. *“This is a unique opportunity to demonstrate, once again, the Group's closeness to its agents and to reiterate a strategy in which the agency network is the framework for the Company's distribution model.*

We will do this during these discussions to launch the final rush towards the achievement of the goals in the Business Plan, confirming our commitment to strengthening the network by making it more productive and competitive in the local market”.

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: www.cattolica.it/en/profile

CONTACT INFORMATION

Media Relations Manager

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

Local Media Manager

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

Comin & Partners

Lelio Alfonso (mob. 334/6054090 - 02/87042400)
lelio.alfonso@cominandpartners.com

Comin & Partners

Giuseppe Stamegna (mob. 392/0240063 - 06/9025523)
giuseppe.stamegna@cominandpartners.com