

PRESS RELEASE

CATTOLICA4WOMEN: CATTOLICA LAUNCHES A CORPORATE PROGRAMME FOR FEMALE EMPOWERMENT

Marco Taurino, Chief HR Officer: "Our inclusion pathway continues: we aim to create a culture of diversity and promote equal opportunities by supporting the career growth of women at the Group"

Verona, 30 July 2021. *Cattolica4Women* is the programme that Cattolica Assicurazioni has expressly dedicated to its female employees, with the aim of nurturing their talent and career development potential. The programme is part of a Diversity & Inclusion strategy implemented by the Human Resources department, which includes a series of empowerment initiatives intended to make female representation a driver of growth for the Company. The project allows the subject to be approached at various levels, engaging the entire corporate population in gender sensitivity issues and proposing specific actions for selected targets.

The project will be launched by a team of female managers and professionals at the Company, identified on the basis of merit, skills and performance, who will be provided with initiatives and tools to support their growth within the business. Mentoring pathways, coaching sessions for individual development and access to high-level training, including Masters programmes and specialist courses, are just a few of the initiatives put in place. The selected team will serve as ambassadors for future versions of the programme.

Another major element of the *Cattolica4Women* programme is the partnership with Valore D, the first Italian business association to promote gender diversity in business. Through this partnership, Cattolica will organise a series of training meetings to encourage the development of inclusive leadership. The collaboration includes inter-company workshops to promote the sharing of good practices, methodologies and tools, and webinars open to the entire corporate population.

Collaborative initiatives will also be implemented with the academic world, in which Cattolica will support social innovation programmes. Meanwhile, the partnership with ELIS has been in place for some time. This involves Cattolica professionals acting as role models, giving inspirational talks in high schools to help students avoid gender stereotyping related to study and employment. These initiatives are in addition to other pathways embarked on by Cattolica, including its partnership with Lifeed, which is dedicated to care givers, with a particular focus on working mothers, and aims to promote and enhance the skills developed through parenting.

*“With Cattolica4Women, we are pursuing a strategic inclusion pathway through a project designed to create a culture of diversity and promote equal opportunities by supporting the career growth of women at the Group,” - commented the Chief HR Officer of **Cattolica Assicurazioni, Marco Taurino**. “We want to foster a plan that, over time, will result in actions that are increasingly positive and measurable through results, to raise awareness of gender sensitivity and inclusion issues among the entire corporate population”.*

Cattolica Assicurazioni is one of the main players in the Italian insurance industry 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 generates 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

ufficiostampa@cattolicaassicurazioni.it