

**PRESS
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Banca Generali brings private investors closer to the real economy

- With BG4Real, advisory and private investment solutions serving the economy and businesses
- Presentation of a new AIF investing in the recovery and dedicated to affluent/private clients

Milan, 19 June 2020 – Banca Generali presents **BG4Real**, the programme for investment solutions and instruments **oriented to the real economy** through dedicated services and innovative products that broaden the diversification horizons.

The BG4Real project is a **genuine bridge between the needs of households seeking long-term value and the growing demand for credit and private capital from businesses and the economic system**. It forms part of Banca Generali's innovative business model that offers a comprehensive range of advisory and wealth management services that, supported by the BG Ecosystem, can manage the client's risk, analyse the value of corporate capital assets, structure an advisory service tailored to the needs of the business or accompany its dynamics. All by means of an open platform, qualified partnerships and innovative investment solutions.

To this end, SGR 8A+ Investimenti has created new instruments, which will contribute with a solid infrastructure to this initiative, with the aim of expanding the range of investments uncorrelated from the volatility risks of public markets, offering the prospect of medium-long term returns to counter the effects of a prolonged zero-rate period on the different asset classes and with an adequate balancing of risks. In particular, **a new non-reserved AIF** (Alternative Investment Fund) — **8a+ Real Innovation** — dedicated to innovative Italian and European SMEs and targeted to private clients, with a minimum investment of €100 thousand, will start to be distributed today. 70% of the fund is composed of debt strategies, including senior secured loans of European businesses and loans secured by first mortgages on real estate projects selected with sustainability criteria; the remaining 30% is composed of equity holdings in innovative SMEs, selected as a result of collaboration with leading international venture capital entities and Italian and European research centres. The Management Rules provide detailed information about the AIF's features and risks.

In addition to the above, Banca Generali is looking at extending the product range distributed to the **ELTIFs** (European Long Term Investments Funds), medium-long term alternative funds that also meet the requirements of the "Relaunch Italy" Decree, with minimum investments accessible for affluent and private clients.

Gian Maria Mossa, CEO and General Manager of Banca Generali, stated: *"We are proud of having started a process that is able to bring private investors closer to the real economy seeking new opportunities and value for our clients and making our contribution to Italy's recovery. Our new investment solutions, built thanks to the important support as anchor investor of the parent company*

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Generali, which has chosen to support these instruments in favor of the country and the economy, want to open a new path for small and medium-sized Italian companies hard hit by the crisis and support projects for recovery in Europe. The distortions caused by a prolonged period of zero rates require a prudent approach, expanding the scope of diversification also to those asset classes linked to the economy that typically have a medium-long term horizon and today feature an interesting risk-return ratio. The experience that we have built in credit analysis and securitisations in favour of the national economic system and the expertise of our multi-manager open architecture model have guided us in the analyses of industrial partnerships to finalise the initiatives. The new investment instruments are reinforcing the bridge of services and solutions linking our wealth advisory service for households and businesses to the opportunities in favour of the real economy. Our challenge is to create value for sustainable growth by involving our clients, the community and Italy."

Banca Generali's Ecosystem

Banca Generali is structuring a real Ecosystem, namely a network of relationships for the exchange of information and sharing of experiences, in order to contribute to the national economic system, improve the capacity to anticipate trends and changes in the real economy, and structure products and services that are always in line with the needs of private clients. The goal of this Ecosystem is to anticipate future dynamics and changes so as to identify the most interesting investment opportunities on the Italian and European scene.

Banca Generali's Ecosystem consists of partners belonging to three distinct universes with complementary expertise, acting under our direction:

- i) research centres that provide opportunities with a high level of innovation and technology, which otherwise would look abroad to find capital;
- ii) businesses buying innovation: to select the co-investment opportunities aligning our interests with theirs and combining complementary expertise;
- iii) the best Venture Capital funds: selected from those that have shaped the history of this market segment and have a high-level track record. Banca Generali's clients will thus be the first to access portfolios that up to now have been available only to strategic institutional investors.

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