

WOMEN TALK MONEY

Financial education to improve emancipation, female empowerment
and personal protection

Diversity, Equity & Inclusion

ALLEANZA ASSICURAZIONI

Italian Insurance Landmark for Savings, Investment, Protection and Pensions

KPI 2022



100% GENERALI ITALIA

Founded in Genoa on October 12th, 1898



UNIQUE NETWORK MODEL

on the Italian market



Direct proprietary sales network with
10,5K insurance consultants:

49% under 40 **47% women**



Widespread presence in Italy with
800 sales points



DIGITAL NETWORK

Largest digitalized insurance network
in Europe

40
MLD €

MANAGED ASSET

6,3
MLD €

GROSS WRITTEN
PREMIUM 2022

291%

SOLVENCY INDEX
among the highest
in the market

4th

ITALIAN LIFE
INSURANCE
COMPANY



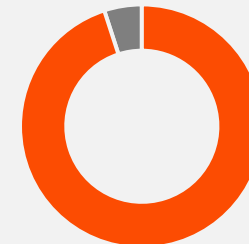
CUSTOMERS



50%
women



40%
under 45
years old



95%
High fidelity
rate

CONTEXT

A Deep Gender Gap in Financial and Insurance Literacy



Italian market insights

In Italy, a deep gender gap can be observed both in the labor market and in personal financial management

GENDER PAY GAP

15% - 20%

EMPLOYMENT RATE

♀ **57%** -21 p.p. than ♂
Source: Istat

PERSONAL BANK ACCOUNT

♀ **4 out of 10**
Source: Episteme

The level of financial literacy in Italy is inadequate. It is also unevenly distributed based on gender



NATIONAL AVERAGE: 56 out of 100

60 is considered the passing level

♀ **54** -10%. than ♂
Source: Edufin Index 2023

WOMEN TALK MONEY

OUR PROGRAM

TO BOOST FEMALE FINANCIAL EDUCATION



MARCH						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				01	02	03
EDITORIAL - ELLE			PODCAST - MONEY CLINIC			
04	05	06	07	08	09	10
		SUBRICA RADIO	EDITORIAL - GRAZIA			
11	12	13	14	15	16	17
				INTERVIEW - SOLE 24 ORE		
18	19	20	21	22	23	24
					SUBRICA RADIO	
25	26	27	28	29	30	31

OUR STRATEGY

Women's Focus Within a Broader Financial Education Plan

"Creating Financial Culture" is a key priority area of the UN's Agenda 2030 Sustainable Development Goals and a commitment that brings together the most forward-looking institutions. Alleanza has introduced a **Nationwide Plan** for financial and insurance education in Italy.



NATIONWIDE PLAN FOR FINANCIAL-INSURANCE EDUCATION

Our plan is based on 4 pillars:

1. educational events
2. website and social media editorial plan
3. collaborations and relationships with institutions
4. training programs on Edufin subjects dedicated to Alleanza Advisors

2020

2022

2023



Measuring and analyzing financial and insurance **knowledge and behavior** among Italians



Alleanza strengthened its **commitment to women**, considered one of the most vulnerable groups when it comes to Edufin

OUR PURPOSE

Empowering Women, Providing Financial Awareness and Education

The development of a greater financial and insurance culture is a “must-have” tool to enhance women’s financial independence and provide increased emancipation, female empowerment and personal protection.

Financial education is an essential prerequisite for gender equality

«WOMEN TALK MONEY» is based on 2 pillars

1. **Insights and Research** measuring and understanding knowledge gap and its causes
2. **Initiatives: Educational events** and a **Media contamination** to spread financial education among women



WOMEN TALK MONEY

1. INSIGHTS AND RESEARCH



MEASURE AND ANALYZE

Edufin Index 2023

In 2023 Alleanza presented the 2nd edition of the **Edufin Index**, a joint research project between Alleanza and Mario Gasbarri Foundation, in partnership with SDA Bocconi School of Management.

The Edufin Index evaluates Italians' financial and insurance awareness and conduct.

RESULTS 2023

Poor financial and insurance literacy among Italians

Women are among the most vulnerable groups, together with young people and “New Italians”



Edufin Index 2023

NATIONAL AVERAGE: 56 out of 100
60 is considered the passing level



KPI 2023 Focusing on the gender gap



FINANCIAL FRAGILITY

(an individual's ability to cope with sudden, unforeseen expenses)

♀ **30%** +7 p.p. than ♂



AUTONOMY

in managing family budget

♀ **35%** -21 p.p. than ♂

WOMEN TALK MONEY

2. INITIATIVES



EDUCATE, INFORM AND ACTIVATE

All Our Projects Dedicated to Women

Raising awareness and promoting the importance of financial and insurance education thanks to initiatives and projects dedicated to women:



20K women involved in free educational events organized online and throughout the national territory



Videos and editorial contents disseminated on both Alleanza and its advisors' social networks



Boosting visibility of the role of Alleanza Female Advisors to inspire other women



A comprehensive media strategy (4 million audience) leveraging women's magazines and social communities to disseminate financial and insurance education, engaging Alleanza Female Advisors as main speakers



Support charities and non-profits foundations committed to combating violence against women and economic violence (i.e. Fondazione Libellula, Global Thinking Foundation)



Alleanza Female Advisors
as Role Models:

WOMEN TALK WOMEN

KPI 2023 Initiatives Dedicated to Women



20K WOMEN involved in +50 educational events



4MLN MEDIA RELEASES AUDIENCE targeting women

1.8K MEDIA COVERAGE press, web news, video news and branded content



141 NATIONAL AND LOCAL RADIO broadcasting our 30 Edufin pills



11 TV interviews



20 PODCAST EPISODES on Spotify and other platforms

