



# SPAFID CONNECT

Informazione Regolamentata n. 0018-156-2019	Data/Ora Ricezione 04 Dicembre 2019 14:40:30	MTA
---	--	-----

Societa' : ASSICURAZIONI GENERALI

Identificativo : 125516

Informazione  
Regolamentata

Nome utilizzatore : ASSGENERNO6 - AMENDOLAGINE

Tipologia : REGEM; 3.1

Data/Ora Ricezione : 04 Dicembre 2019 14:40:30

Data/Ora Inizio : 04 Dicembre 2019 14:40:31

Diffusione presunta

Oggetto : Generali: distribution agreement in Argentina with Mercado Libre, the biggest e-commerce operator in South America

*Testo del comunicato*

Vedi allegato.



04/12/2019  
PRESS RELEASE





## Generali: distribution agreement in Argentina with Mercado Libre, the biggest e-commerce operator in South America

- Generali will distribute motor and home policies through Mercado Libre's portal
- The partnership is incorporated in the development of B2B2C ecosystems as set out in the Generali 2021 three-year strategic plan

Media Relations  
T +39.0243535014  
[media@generali.com](mailto:media@generali.com)

Investor Relations  
T +39.040.671402  
[ir@generali.com](mailto:ir@generali.com)

[www.generali.com](http://www.generali.com)

 user: Generali  
 user: @GENERALI  
 user: generaligroup  
 user: GruppoGenerali

Milan - Generali, through the Argentinian subsidiary La Caja, stipulated a distribution agreement in Argentina with Mercado Libre, the biggest e-commerce operator in South America in order to distribute non-life insurance. The initiative represents another step in Generali's partnership with Mercado Libre, established in 2011 and characterised by the development of innovative and hugely successful formats for customers.

In particular, Mercado Libre's customers will be able to prepare quotes and underwrite LaCaja motor and home policies, by accessing Mercado Libre's digital platform. The development of this solution augments the insurance company's other channels like the mobile app, the website, direct telephone assistance, the 64 physical agencies spread throughout the country and the numerous distribution agreements already in place.

**Jaime Anchústegui, CEO International of Generali**, affirmed: "The initiative is incorporated in the new strategy of the Generali Group to develop innovative B2B2C distribution models by opening new customer contact channels. The agreement with Mercado Libre also makes it possible to strengthen the company's digital transformation process, becoming the first operator in the market to trial this new channel.

### THE GENERALI GROUP

Generali is one of the biggest insurance and asset management companies at global level. Founded in 1831, it is present in 50 countries throughout the world, with a total premium income of more than € 66 billion in 2018. With nearly 71,000 employees serving 61 million customers, the Group boasts a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be a life-time partner to its customers, offering innovative and customised solutions thanks to an unrivalled distribution network.

Fine Comunicato n.0018-156

Numero di Pagine: 3