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PRESS RELEASE

The Generali Group Switzerland launches its own start-up with "Lings"

- In its continued efforts to promote innovation, the Generali Group Switzerland will set up its own independent start-up. "Lings" will be launched on the 3rd of July 2017. The offices of the start-up will be located at FinTech Incubator F10, where Generali Switzerland is a Platinum Corporate Member.
- To begin with "Lings" will consist of four insurance specialists from Generali. They will work exclusively in the start-up starting on the 3rd of July. Their objective is to develop innovative product ideas and prototypes that are fully focused on customer needs in the digital age.
- With "Lings", Generali has the opportunity of implementing customer needs quickly and consistently. F10 offers the ideal conditions for this with its accelerator programme. In addition to "Lings", 13 further start-ups from different continents will be starting at F10 this summer. This will provide the platform for a lively exchange in a stimulating environment.

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The Generali Group Switzerland is investing approximately CHF 100 million in modernising its business model over the next four years, as part of its strategic realignment. In its continued efforts to drive forward innovation, Generali Switzerland will set up its own independent start-up. "Lings" will be launched on the 3rd of July 2017. The offices of the start-up will be located at FinTech Incubator F10, where Generali Switzerland has been a Platinum Corporate Member since March 2017. In addition to "Lings", 13 further start-ups from different continents will be starting as part of F10's accelerator programme this summer. This will provide the platform for a lively exchange in a stimulating environment. Mentors and coaches from F10 will be providing the start-ups with support.

The objective of Generali's "Lings" start-up is to develop innovative product ideas and prototypes that are fully focused on customer needs in the digital age. The setting of the start-up provides the "Lings" team with the platform to capitalise on efficient processes and faster decision-making procedures; it furthermore gives insurance specialists the opportunity to directly contribute the know-how and expertise of Generali. The employees at "Lings" will be working exclusively in the start-up from the 3rd of July.

The "Lings" start-up consists of four employees from Generali

"Are employees who to date have worked at Generali capable of offering an even more focused approach to customers' expectations in a start-up?" This rhetorical question was put forward by Kai-Nicholas Kunze, the new responsible person at "Lings". "It goes without saying that the candidates were all chosen accordingly. In the start-up we are freed up from all the internal processes and we can create solutions that we could not as yet offer as an insurer," Kai-Nicholas Kunze is pleased to say. He will be supported by the following people, who now work at Generali in the areas of Strategy and Innovation, Operations & IT and Product Marketing: Thomas Kistler, Henrik Deecke and Roger Schüeber.

Kai-Nicholas Kunze was selected by the management at Generali. Numerous applications were received from the staff at Generali for the three other positions; every employee was given the chance to apply. The selected team was set up through a multi-stage, democratic process conducted in a workshop, which included presentations and exercises in varying configurations. "I am pleased to be developing innovative product solutions for tomorrow's insurance industry together with three highly qualified colleagues and in a unique setting," says Kai-Nicholas Kunze.



ABOUT GENERALI

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers rely on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. The Generali Switzerland Holding has two head offices, one in Adliswil and one in Nyon. Around 2,000 employees provide qualified advice and excellent service.

About F10 FinTech Incubator & Accelerator

F10 FinTech Incubator & Accelerator is a non-profit organization that supports and guides startups, together with SIX, PwC Switzerland, Julius Bär, Baloise Group, Generali Switzerland and eny Finance to success in FinTech, RegTech, and InsurTech. The incubator also offers worldwide collaboration with international finance institutions and works in cooperation with Swiss companies in the finance, insurance and consulting sectors. For more information, please visit F10's website: www.f10.ch