

## PRESS RELEASE

### **INTRODUCING CATTOLICA COMMUNITY, THE GROUP CUSTOMER COMMUNITY THAT AFFILIATES MORE THAN 100 BUSINESS PARTNERS**

*The new digital platform provides customers with e-commerce and a range of non-insurance services at discounted prices*

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Verona, 30 July 2019. Cattolica Assicurazioni launches C2 Cattolica Community, the first community dedicated to Cattolica customers with an exclusive range of non-insurance offers and services. A new instrument available to the agency network with the goal of building a “brand ecosystem” that represents the values of the Group. Through the digital platform that can be found at [www.cattolicacommunity.it](http://www.cattolicacommunity.it), Cattolica policyholders will be able to purchase exclusive products and services at discounted prices, accessing a catalogue with hundreds of consumer goods for mobility, for the home and family, for personal wellness, for travel and leisure time. Accompanied by the payoff “The more you save, the more you protect”, the launch of the portal meets the needs of the company to communicate in an innovative way with its customers who, by joining the community, will benefit from a loyalty programme reserved for them.

Carlalberto Crippa, Cattolica Assicurazioni Group Head of Digital Distribution & New Markets commented: “*With this project, the company now has the first loyalty service for its customers. Cattolica Community combines with the 2018-2020 Industrial Plan guidelines, which anticipate the adoption of a multi-channel approach to the customer and the establishment of a digital services ecosystem. By taking our best and most loyal customers to the centre of this digital community, we will be able to generate values and advantages for all stakeholders involved: policyholders, business partners, non-profit associations and agencies.*”

Massimo Montecchio, Cattolica Assicurazioni Group Market Management Manager, said: “*C2 Cattolica Community is not just a loyalty programme, but it represents a new instrument for our agency network, which will now have an innovative and advantageous business tool in its arsenal to attract the customer. We want to make the advantages of being part of the Community tangible from the time you sign up and we want to share with our Customers and Agents the opportunities that are generated thanks to the creation of a “brand ecosystem” that represent the values of Cattolica Assicurazioni.*”

The policyholders who join the Cattolica Community will be able to benefit from some discount bonuses: a personalised loyalty reward which will be calculated based on the seniority of the relationship with the Company, the number of active policies and the completion of challenges through virtuous actions, and which may be spent within the Cattolica Community e-commerce. For each purchase made, the policyholder will earn cash back that can be used in three different ways: to request a voucher that can be spent at any Cattolica Agency to purchase or renew a non-life policy; to make a donation to one of the non-profits participating in the initiative (Fondazione Telethon, Anffas and Azione Cattolica); to request a credit to his or her current account once an amount of at least €50 has been reached.

## **CONTACTS**

### **Media Relations Manager**

Erminia Frigerio (Mob. 337/1165255)  
[erminia.frigerio@cattolicaassicurazioni.it](mailto:erminia.frigerio@cattolicaassicurazioni.it)

### **Press Officer**

Pietro Moneta (Mob. +39 337-117-6726)  
[pietro.moneta@cattolicaassicurazioni.it](mailto:pietro.moneta@cattolicaassicurazioni.it)

### **Press Officer**

Enrico Presazzi (Mob. +39 331-675-4520)  
[enrico.presazzi@cattolicaassicurazioni.it](mailto:enrico.presazzi@cattolicaassicurazioni.it)

### **Local Media Manager**

Angelo Cipriani (Mob. +39 347-507-4052)  
[angelo.cipriani@cattolicaassicurazioni.it](mailto:angelo.cipriani@cattolicaassicurazioni.it)

### **Press Officer**

Camilla Pisani (Mob. +39 335-713-8669)  
[camilla.pisani@cattolicaassicurazioni.it](mailto:camilla.pisani@cattolicaassicurazioni.it)