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PRESS RELEASE

Customer promotion “La Dolce Vita – Cuoc song tuoi dep cung Generali” the first lucky draw announcement

In line with the motto of being “Customer-centric”, Generali Vietnam has announced its customer promotion program “La Dolce Vita – Cuoc song tuoi dep cung Generali”, which takes place from 10 Oct 2017 to 31 Dec 2017. The program consists of a series of lucky draw and hundreds of attractive prizes which have total value of up to 7 billion dong.

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The promotion is for individual customers of Generali nationwide who have purchased a policy which is effective from 10 Oct 2017 to 31 Dec 2017, and meet all of the following conditions:

- The policy has 01 plan and is attached at least 3 riders;
- The premium shall be paid semi-annually, annually or in a lump sum;
- The annual premium of 01 policy, including plan and riders, must be from 12 million dong;
- The policy is not terminated during the consideration period;
- If the policy has been modified within the consideration period, the eligibility of the policy will be reconsidered accordingly and subject to the above conditions.

With every 12 million annual premium of 01 policy which satisfies all above requirements, the customers will be granted a promotion code to join the lucky draw. “La Dolce Vita – Cuoc Song Tuoi Dep Cung Generali” consists of 4 lucky draws. One promotion code will join 2 lucky draws, which are the monthly and special lucky draw.

The total prizes for 3 lucky draws (The 1st, 2nd and 3rd lucky draw) include:

- 510 Vui Khoe prizes (the Gold package of membership in California Fitness & Yoga center, which is worth 10 million dong each), and
- 300 Tien Ich prizes (Lock & Lock set, which is worth 01 million each).



The prizes of special lucky draw at the end of the program include:

- 15x 1st prize, 01 Vespa LX IGET 125 2017 motorbike, which is worth 68 million dong each;
- 20x 2nd prize, 01 SAMSUNG INVERTER 362L RT35K5532S8 refrigerator which is worth 10 million dong each;
- 20x 3rd prize, 01 SAMSUNG 9KG WA90J5710SG washing machine, which is worth 6.5 million dong each; and 100 consolation prizes, 01 Lock and Lock set, which is worth 1 million dong each.

Within the first month, “La Dolce Vita – Cuoc song tuoi dep cung Generali” already attracted many customers with a total of 1,699 eligible policies, equivalent to 2,104 promotion codes.

The 1st lucky draw event on 10 Nov 2017 took place successfully, with the participation of representative from the Department of Industry and Trade, customers and the media. The promotion has found out the first 170 customers who won Vui Khoe prizes and 100 customers who won Tien Ich prizes. These customers will be contacted directly to receive the prizes. For detailed information of the customer list, please see in the link below: <https://www.generali-life.com.vn/cuoc-song-tuoi-dep>.

From now to 31 Dec 2017, any customers of Generali with eligible policies can join the promotion program in the 2nd lucky draw (on 8 Dec 2017), the 3rd and special lucky draw (on 12 Jan 2018), to have chance to receive hundreds of prizes which are attractive and necessary for life.

GENERALI VIETNAM

Generali Vietnam is a member of Generali Group - 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.



After six years of operations, Generali Vietnam currently has approximately 160,000 clients including individuals and insured members of domestic and foreign businesses in Vietnam. Generali Vietnam is also one of the fastest growing companies in Vietnam's life insurance sector in terms of revenue, and within the entire Generali Group in 2015 and 2016. To keep up that momentum and enlarge our scale in Vietnam, Generali Vietnam has recently increased its chartered capital to VND 2,852.6 billion and is now among the companies with the highest chartered capital in the life insurance market.