

## MISSION

**We narrate** the identity, cultural heritage and history of Unipol, translating the Group's challenges into stories, experiences and pathways. We are the custodians of Unipol's memory, collecting the testimonies of the past as a stimulus for the Group's future activities.

**We communicate** the social role of insurance through the language of culture and art, always placing the person at the centre of our initiatives.

**We promote** innovation through educational initiatives and experiences that demonstrate the impact of technology on important issues for the Group, such as the perception of risk and safety.

**We convey** the value of responsibility, offering cultural events and discussions that improve the quality of life, bearing witness to the Group's real commitment to being close to people and their needs.

**We foster** social relations. We are a meeting point for people, a place open to the melding of experiences and the enhancement of differences. We work in with outstanding local, national and international partners to spread the company's values, aware that culture is the main tool for social development, inclusion and dialogue.