



REGULATIONS

1. INTRODUCTION

CUBO is the Unipol Group's corporate museum, located in Bologna and Milan with three sites:

- Porta Europa - Piazza Sergio Vieira de Mello 3 and 5.
- Torre Unipol - Via Larga 8, on floors 25, 26 and 27.
- Unipol Tower - Via Fratelli Castiglioni 2 (entrance from Piazza Gae Aulenti).

It is a meeting space for developing relationships and experiences on different themes, all interconnected with the Group's core values.

2. INSTITUTIONAL FUNCTIONS AND SPECIFIC MISSION

CUBO was founded in 2013 to showcase the **identity, cultural heritage and history of the Unipol Group** through the universal language of culture, interpreting the Group's challenges in terms of stories, experiences and journeys. In 2021, CUBO opened its second venue at the Unipol Tower in Bologna, and in 2025 it will open its third venue at the Unipol Tower in Milan.

CUBO:

- a) collects the historical materials of the companies that are part of the Unipol Group, seeing to their research, cataloguing, digitalisation and conservation;
- b) enhances, promotes and spreads awareness of the Unipol Group's artistic and cultural heritage;
- c) plans and creates exhibitions, meetings, conferences and cultural events, also in collaboration with other public and private subjects;
- d) promotes educational, outreach and didactic activities in collaboration with Italian and foreign educational institutions, universities and cultural and research institutions;
- e) organises cultural itineraries, identified according to the connection between different cultural and environmental assets, through the enhancement of its artistic heritage and loans of works of art, in collaboration with the competent bodies and associations;
- f) produces the cultural programme of events, meetings and shows for the annual calendar;
- g) participates in the integrated system of museums in the metropolitan, regional and national territory, and collaborates with institutions, public bodies and private entities operating in the cultural sector at local, national and international level;
- h) collaborates with institutions in the conservation of cultural heritage, in agreement with the bodies and offices responsible for its protection;
- i) curates relations with public and private associations and institutional bodies operating in similar sectors in order to promote and support CUBO's cultural activities within a context of relationships and exchanges.

3. MANAGEMENT

In compliance with the general guidelines envisaged, CUBO management:

- a) defines cultural and institutional projects as well as artistic, cultural and scientific initiatives, also curating the relative national and international relations;
- b) follows the organisational and administrative management through the competent offices and the executive organisation of individual initiatives, providing the means and tools necessary for their concrete implementation;
- c) proposes the budget for expenditure and draws up the final balance sheet;
- d) coordinates and directs the activities of the staff assigned to the museum, who are functionally subordinated to the management;
- e) adopts every suitable measure for the safety of assets and people who work in or access the museum;
- f) ensures the keeping and updating of digital archives and inventories;
- g) formulates proposals and expresses opinions regarding the acquisition on loan, the pre-emption, purchase, assignment and deposit at the museum of cultural assets of private owners or public subjects, and regarding the use of the assigned museum heritage assets and the loan of works;
- h) coordinates the monitoring and evaluation of activities and services for the public, in compliance with the quality standards set in the Service Charter, and verifies the acquisition of quantitative and qualitative data on visitors;
- i) curates trade union relations relative to museum staff, in compliance with company guidelines;
- j) prepares a periodic document with the report of the museum's activities, which includes:
 - 1. the specific objectives of the museum's activities as part of its mission, and in particular the initiatives to be carried out to enhance the facilities and heritage, the cataloguing of works and historical documents, new exhibitions and other cultural events;
 - 2. measures for the integrated management of museum services through outsourcing to external entities;
 - 3. study, research and innovation initiatives on the cataloguing and inventorying of the cultural heritage, also in agreement with the regions pursuant to the relevant legislation;
 - 4. the organisation of studies, research and cultural initiatives in collaboration with the regions, universities and cultural and research institutions;
 - 5. the forms of the museum's participation in initiatives to promote training in the areas of competence, in collaboration with universities, regions and local authorities;
 - 6. promotion initiatives at secondary schools for the dissemination of museum activities;
 - 7. staff training and updating;
 - 8. the verification methods of the results obtained in relation to assigned objectives and resources.

4. PERSONNEL

4.1 CUBO organises the management of the exhibition spaces and the services entrusted to it in compliance with current legislation:

- a) the guidelines of Regional Law no. 18/2000 and the relative resolution of the Regional Council no. 309/2003;
- b) Ministerial Decree 113/2018 "Adoption of uniform quality standards for museums and cultural sites owned by public entities and activation of the National Museum System".
- c) professional profiles and qualifications for museums in the Emilia-Romagna Region, Section IBC;
- d) the collective labour bargaining agreement of the insurance sector;
- e) the Unipol Group supplemental corporate agreement.

4.2 In order to perform its duties, CUBO employs specially appointed staff; staffing requirements are determined by CUBO's management in agreement with the relevant departments of the Unipol Group, with which it agrees on staff training and professional development activities. For the management of reception and security services in all museum spaces, CUBO relies on the specialist expertise of a dedicated external organisation.

4.3 CUBO Management determines the daily working hours, which may include evening, night and holiday services within the framework of the specific contractual regulations.

4.4 CUBO includes the following functional positions:

1. the management;
2. the planning and coordination of educational and cultural activities;
3. reception services, guided tours and security for museum spaces;
4. the care, conservation, cataloguing and promotion of the Artistic Heritage;
5. the cataloguing, digitalisation and archiving of the company's historical heritage;
6. temporary exhibitions of contemporary art, the Group's Artistic Heritage and Historical Archive;
7. cultural impact monitoring and measurement services;
8. administrative and contractual services;
9. communication and promotional activities in the local area.

4.6 For the services entrusted under concession, management verifies that they are carried out by qualified staff, in compliance with the standards identified by the Ministry and the indications specified in the service contracts.

5. MANAGEMENT OF THE GROUP'S ARTISTIC HERITAGE

5.1 Unipol Group's Artistic Heritage is the result of various collections and the fruit of mergers with other insurance companies.

5.2 CUBO aligns the management activities of its heritage with the current regulations, guidelines and standards defined by Italian Ministerial Decree of 10 May 2001, as well as the ministerial regulations of the Central Institute for Cataloguing and Documentation (ICCD). In particular:

- a) catalogues the Group's Artistic Heritage in digital form (Paguro application) and conserves it according to the conservation standards established by law;
- b) tracks and maps the Artistic Heritage in the Group's various locations;
- c) carries out regular monitoring of the environmental conditions and state of conservation of the works on display and those stored in the warehouses and proposes any necessary conservation measures;
- d) grants the works of the Artistic Heritage on loan for qualified initiatives by other entities;
- e) promotes research, relations and exchanges between scholars in the field;
- f) carries out inventory checks of the collections on a scheduled basis;
- g) increases the Artistic Heritage through acquisitions;
- h) enhances and promotes awareness of the Artistic Heritage in order to develop culture.

6. MANAGEMENT OF THE GROUP'S HISTORICAL ARCHIVE

6.1 The Historical Archive is the Group's historical memory; it digitally and physically researches, studies, catalogues and archives historical material from many corporate areas, as well as the subsequent acquisition of the historical archives of the companies that have joined the Group.

6.2 CUBO aligns the management activities of the Historical Archive with current regulations, guidelines and standards defined by the Italian Ministerial Decree of 10 May 2001, as well as the ministerial regulations of the Central Institute for Cataloguing and Documentation (ICCD). In particular:

- a) catalogues the Group's historical archive in digital form (Pergamo application) and conserves it according to the conservation standards established by law;
- b) researches the material at the various Group offices and with any external body or person;
- c) periodically monitors the environmental conditions and state of conservation of the material and proposes the necessary conservation work;
- d) enhances and promotes knowledge of the Historical Archive in order to promote culture.

7. SERVICES TO THE PUBLIC

7.1 Access to spaces

CUBO ensures safe access to all Italian and foreign visitors (with particular attention to weaker social groups and the disabled) and promotes the broadest participation of the population through initiatives in collaboration with other public and private entities.

The opening hours and days are communicated at the museum entrance, on the website and on social media channels; the conditions for visiting CUBO, the safety rules and prohibitions are described in the Service Charter and highlighted at the entrances.

7.2 Service quality

The museum defines the minimum quality levels of the services provided in the Service Charter and undertakes to monitor compliance with the set standards, respond to complaints and periodically ascertain the degree of visitor satisfaction with the quality of the service rendered.

7.3 Reception Areas in Bologna and Milan

- a) Information Point
- b) Cloakroom
- c) Reception
- d) Toilets
- e) CUBO shop
- f) Free WiFi

7.4 Media library in Bologna

This is the multimedia space dedicated to the Unipol Group Historical Archive and contemporary society, equipped with touch tables and interactive video walls. It is a multimedia space where history and the future come together to offer engaging and immersive experiences. A space to explore with all the senses to learn, know and experience.

7.5 Safety Space in Bologna

This is the area dedicated to road safety and education, representing a real workshop available to schools, institutions, associations and professional groups involved in road use. It aims to contribute to spreading road safety and accident prevention culture and is equipped with safe driving simulators (cars, motorcycles, bicycles and pedestrians) capable of reproducing the effects caused by particular environmental and mental and physical conditions.

7.6 Cultural, Vega, Altair Spaces in Bologna

Multifunctional spaces designed to accommodate the various initiatives and events promoted by CUBO and offered for moments of dialogue and study. Thanks to modular systems, the rooms can be used for the

organisation of conferences and meetings for company departments, external audiences and educational workshops.

7.7 Gardens in Bologna

The gardens of Piazza Vieira de Mello are furnished with a series of audiovisual light installations that allow visitors to enjoy immersive experiences. During the summer months they are set up with a stage and seats to host evening events - performances and meetings - of the summer festival.

7.8 Aldebaran Space in Bologna

This is a teaching space created to help visitors recognise and face the risks that can be taken in everyday life and to reflect on the issues of nutrition and exercise for a healthy lifestyle.

7.9 Sirio and Live Spaces in Bologna

These are multifunctional spaces where culture and socialisation intertwine to promote CUBO's programme: initiatives, events, educational workshops, shows and concerts.

7.10 Talk Space in Milan

An intimate and atmospheric space where you can enjoy moments of encounter and discussion, interviews and debates, all set against the backdrop of a large screen.

7.11 Art Space

A space that promotes art in all its forms, with a focus on the younger generation, through temporary exhibitions, artistic projects and meetings with artists. The Art Space can be found in all CUBO locations.

7.11 Historical Archive

A place of memory where all recovered materials are collected; it researches, studies, catalogues and archives – both digitally and physically – historical material from many areas of the company and from the acquisition of historical archives of companies that have become part of the Group.

All the material can be consulted in the Mediateca through a specific application and, upon request and for specific needs, it can also be physically viewed.

7.12 Digital Space

CUBO has a website where it presents its programme, Artistic Heritage, Historical Archive and services for the public. It has a **streaming platform** dedicated to cultural proposals and used for remote initiatives. It is present on social media with proprietary channels featuring content related to its programming. Visitors can download the “CUBO Unipol” application for free from the App Store and Google Play Store to enhance their experience with information and insights.

Thematic Podcasts: CUBO delves into various topics through its podcast series, ranging from the history of insurance to current affairs and innovation, including interviews with curators and artists of experimental exhibitions, as well as insights into our artistic heritage. The categories covered are: art, current affairs, history and education.

8. MONITORING AND MEASURING CULTURAL IMPACT

CUBO has a monitoring and evaluation system which:

- a) collects and analyses data on footfall and customer satisfaction over time;
- b) understands and analyses the socio-cultural profile and behaviour of the different audiences that frequent the spaces and initiatives offered by CUBO. This allows us to generate value and continue to improve our cultural offerings.

c) conducts surveys on specific issues and timely assessments of the individual initiatives activated.
CUBO also participates in the preparation of Unipol Group's Integrated Report with reporting on its activities.