

# Generali Group's Web Guidelines 2

June 2010





## Generali Group's Web Guidelines 2

### Introduction

**Communication** – in particular **the on line one** – has reached a fundamental importance in commercial Companies' business strategy, especially the listed ones. Their **Internet websites** are now perceived by stakeholders, as well as by Control Authorities, as a primary and trustworthy source of information.

This "Web Guidelines 2" ("WG2") manual introduces the **basic rules to harmonize the on line external communication** of Assicurazioni Generali's Branches and Group Companies world wide, to try and set higher overall standards in terms of:

- Look & feel **uniformity**
- **Modern** graphics
- **Transparent** and **complete** information
- **Usability** and **accessibility**
- Adequate use of the **Web 2.0** communication opportunities

The WG2 follow up and replace the 2005 "Generali's Group Web Guidelines", and are based on the solutions adopted in the **Generali's corporate website** [www.generali.com](http://www.generali.com) - restyled in 2009 - that serves as **reference** of last resort for possible doubts.

We encourage **higher standards in contents** regarding information on the Group's specific local facility (Company / Branch) as well as on the Generali Group as a whole. About the latter, to best guarantee the mentioned aims, we would like to draw your attention to that information issued by the Trieste's Head Office subject to more frequent updating / variations, e.g. the world wide structure's list, the press releases or the consolidated financial data. In these cases we suggest to use direct **links to the Generali.com website**. This way we could reduce the risk of delayed updating and improve the external perception of integration between the Parent Company and the Group.

Whilst taking in due account the commercial specific features of each and every company, the ultimate Parent Company's goal is to ensure that all Group's websites present a **common family feeling**, transmitting – in a context of transparent, complete and rational communication – a sense of belonging to the "Generali world".

The WG2 are basically applicable to all the **world wide websites** with Western layouts as well as all **English** versions, when existing. Some necessary local adjustments in the original language websites – e.g. vertical / from right to left writing – can obviously be agreed with the Parent Company, in line with the spirit of the project.

### Profiles

Within the Group's **multibrand strategy**, and in an effort to **simplify** the project's implementation, the Group's web sites have been categorized in **2 different profiles**, according to the higher or lower degree of **local brand coordination** with the **Generali Group's identity**.

#### "A" Profile

- Assicurazioni Generali's **Branches**
- All the Generali Group **Companies** whose logo shows the **Group Lion** or whose name includes the word "**Generali**"

#### "B" Profile

- All **other** Companies
- The "**product**" **websites**, meant as websites – temporary or not – presenting one or more specific products /services / applications / advertising & commercial campaigns / communication initiatives under the responsibility of a Branch or Group's Company.

Please bear in mind that the WG2 represent the **minimum standards**: it will be up to each "B" profile Company to consider the "upgrade", i.e. the free adoption of the stricter coordination criteria for profile "A" companies.



## Generali Group's Web Guidelines 2

### Introduction

#### Operating instructions

The WG2 are reproduced in a **specific log-in website** (user id and password) at the address [webguidelines.generali.com](http://webguidelines.generali.com), built according to the www.generali.com style and with the option to download the main graphic elements. A **pdf version** of all contents is available.

**Possible exceptions** in the guidelines' implementation must be **agreed in advance with the Parent Company**.

The Group will have **1 year** - from the WG2 **distribution** - to **implement the changes**.

**The Web Management Office** is available for any clarification and interpretation.

#### Updates

As the sites are harmonized and no later than **1 year** after WG2 distribution each **Branch** and each **Company** not supervised by a Holding will **directly inform the Web Management** about the successful implementation, and will detail the **registered domains** for the sites under its management and responsibility.

Within the same term each **Holding** will provide a **summary** of the successful implementation for **all the Companies under its supervision**, and will detail the **registered domains** under its management, responsibility and supervision.

Afterwards - and along the same communication line - the **Web Management** will be **informed in advance** before any **new web site goes on line**.



## Generali Group's Web Guidelines 2

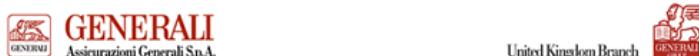
### Local and Group logo - Profile A

This section provides the rules to **correctly show** the local as well as Group logos on the **website's header**.

#### Local logo

For the **correct composition** of the local logo please refer to the **Corporate Identity** Office. This section only shows **where to place the correct logo**:

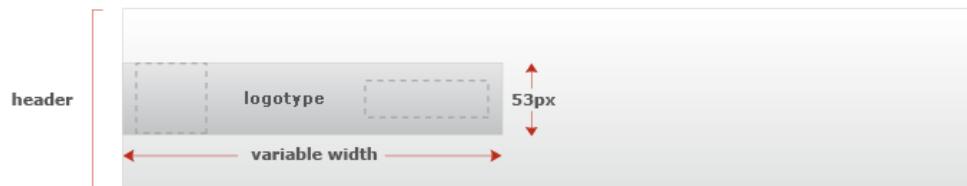
- The logo of **Branches**, **within the header**, will be **left-aligned** and have a **height of 53 pixels**, while the "Branch XYZ" specification (**in English**) will be **right-aligned**, immediately preceding the Group Lion, unless the same specification is not already included in the logo. The logo is vertically centered.



- The logo of **Group Companies**, within the header, will be **left-aligned**, will have a **height of 53 pixels** and a **variable width**, depending on the Company's name shown in the logotype. The logo is vertically centered.



- The logo of **Joint Ventures**, within the header, will be **left-aligned**, will have a **height of 53 pixels** - related to the **highest graphic element** between the two composing the logo - and a **variable width** depending on the specific cases. The logo is vertically centered.





## Generali Group's Web Guidelines 2

### Local and Group logo - Profile A

#### Group logo



The "GENERALI GROUP" logo features a lion with a trimmed wing, standing on a fully-coloured rectangle containing the wording "GRUPPO GENERALI", and is the same one used for various off-line communication initiatives. The technical specifications are defined by the **Corporate Identity Office**.

**The logo** is one of the **Group's most distinctive symbols** and, as an **integral part of the local logo**, in Profile "A" **Companies** it will **always be** positioned in **the left part of the header**. In these cases, therefore, it is not used on its own, but is used in combination with the local Group Company's logo.

**Branches**, on the other hand, have the "**Assicurazioni Generali SpA**" logo, which will be placed in **the left part of the header**. In this case, the **Group Lion** is used on **its own**, and will be placed in the **right part of the header**, with a **height of 53 pixels**.

#### Clickability

##### Local Logo

The local logo - both in the Home Page and in the internal pages - will be clickable and lead to the web site's **Home Page**.

##### Group Logo

The Group Lion - both in the Home Page and in the internal pages - used on its own by Branches on the right part of the header - will be clickable and lead to the **English** version of the site **generali.com**. The Italian Head Office's web site will link to the Italian version.

#### Local language versions

With prior authorization by the **Corporate Identity Office**, the wording "GRUPPO GENERALI" can be translated into local language. The following local language versions are currently authorized:

- English
- French
- German
- Dutch
- Spanish
- Greek
- Turkish



## Generali Group's Web Guidelines 2

### Local and Group logo - Profile B

This section provides the rules to **correctly show** the **local** as well as **Group's / Strategic Holding's logos** on the website's **Home Page**.

#### Local and Group's / Strategic Holding's logos

The **local logo** will be placed on the **left side of the header**.

The **Group Lion** will be placed on the **right side of the footer**.

Companies under the supervision of a **Strategic Holding** might choose to show, instead of the Group Lion's, the Strategic Holding's logo.

The Companies may choose to add, in **local language** and **before** the Group's / Strategic Company's **logo, the specification** "a company of".

This specification can be shown in the logo's **alternative text**, visible with mouse over.

#### Size

The Group Lion's height - alone or within the Strategic Holding's logo - will be **43 pixels**.

#### Clickability

To strengthen the perception of the progressive coordination of the Group the **clickability of Group Lion's / Strategic Holding's logos** - for both home and internal pages - will be as follows:

- Companies under the supervision of a **Strategic Holding** company: the link will lead to the Holding's Home Page
- Companies **not** under the supervision of a Strategic Holding company: the link will lead to the **English** version of the **generali.com** web site. For **Italian** companies the logo in their Italian version will lead to the **Italian version** of generali.com.

#### "Product" websites

"Product" websites - as defined in the Web Guidelines' introduction - are only required to show, in their **Home Page**, the **logo of the "A" or "B" profile Group Company**, under whose responsibility they have been created, with a **link** to the relevant Home Page.

#### Local language versions

With prior authorization by the **Corporate Identity** Office, the wording "GRUPPO GENERALI" can be translated into local language. The following local language versions are currently authorized:

- English
- French
- German
- Dutch
- Spanish
- Greek
- Turkish



## Generali Group's Web Guidelines 2

### Font - Profile A

This section describes the font used on the website, in general as well as in its main stylistic applications. The font used is **Verdana**, and its **style** varies according to the specific use. Herebelow you will find a number of examples to show various possible applications, for the **Layout**, the **Home Page** and the **internal pages**.

#### Layout

Text	
color	#555555
font-size	12px

Link	
color	#B22C1B
font-size	12px
text-decoration	none
Mouseover	
text-decoration	underline

Service menu	Example
color	#555555
font-size	10px

Footer	Example
color	#555555
font-size	10px

1st level menu	Example
color	#FFFFFF
font-size	12px
font-weight	bold

2nd level menu	Example
color	#555555
font-size	11px





## Generali Group's Web Guidelines 2

### Font - Profile A

Box titles		Example
color	#B22C1B	
font-size	12px	<b>Stock price</b>
font-weight	<b>bold</b>	<b>The group worldwide</b>

### Home Page

Press releases	Example
color font-size font-weight	<b>Press releases</b> 24.04.2010 - 18:55 Appointment of the top management

Quick links	Example
color	#555555
font-size	11px
font-weight	<b>bold</b>

Latest news	Example
color	#000000
Title	<b>Latest news</b>
font-size	13px
font-weight	<b>bold</b>
Description	
font-size	11px

Title → TV Interviews to Group CEO Perissinotto on 2010 1Q results  
TG1 and TG5  
April, 13, 2010 ← Description

Focus	Example
color	#555555
font-size	11px
font-weight	<b>bold</b>

"Salvagranai":  
an interdisciplinary school project  
(photo © ICP)



## Generali Group's Web Guidelines 2

### Font - Profile A

#### Internal pages

1st level menu's selected tab	Example
color <b>#B22C1B</b>	
font-size <b>12px</b>	
font-weight <b>bold</b>	

Vertical navigation	Example
color <b>#555555</b>	
font-size <b>11px</b>	
font-weight <b>bold</b>	
<b>Selected item</b>	
color <b>#B22C1B</b>	 About us ▼ business activity and mission ► vision and values ► products and services Selected item arrow pointing to 'business activity and mission'

Link cloud	Example
color <b>#555555</b>	
font-size <b>11px - 13px - 15px</b>	 Link cloud shareholder structure sustainability report <b>press releases</b> ethical code general Selected item arrow pointing to 'press releases'

Navigation path	Example
color <b>#555555</b>	
font-size <b>10px</b>	
font-weight <b>bold</b>	
<b>Selected item</b>	
color <b>#B22C1B</b>	 Selected item arrow pointing to 'business activity and mission' About us ► business activity and mission ▼

Page title	Example
color <b>#B22C1B</b>	
font-size <b>14px</b>	
font-weight <b>bold</b>	 <b>Business activity and mission</b>



## Generali Group's Web Guidelines 2

### Font - Profile A

Paragraph title		Example
color	#B22C1B	
font-size	13px	
font-weight	<b>bold</b>	<p><b>The Group`s Activity</b></p> <p>The Generali Group is one of the most significant participants in the <b>global insurance and financial products market</b>.</p>

Subparagraph title		Example
color	#555555	
font-size	12px	
font-weight	<b>bold</b>	<p><b>Pioneering spirit</b></p> <p>inclination towards innovation and continuous search for new and better solutions, being open to changes and being ambitious to continuously improve and innovate</p>

Download area		Example
font-size	11px	
Title		
color	#000000	
font-weight	<b>bold</b>	
Description		
color	#555555	<p><b>Download area</b></p> <p><b>Generali Group`s Ethical Code</b></p> <p> [ 289 kb ]</p>

## Layout - Profile A

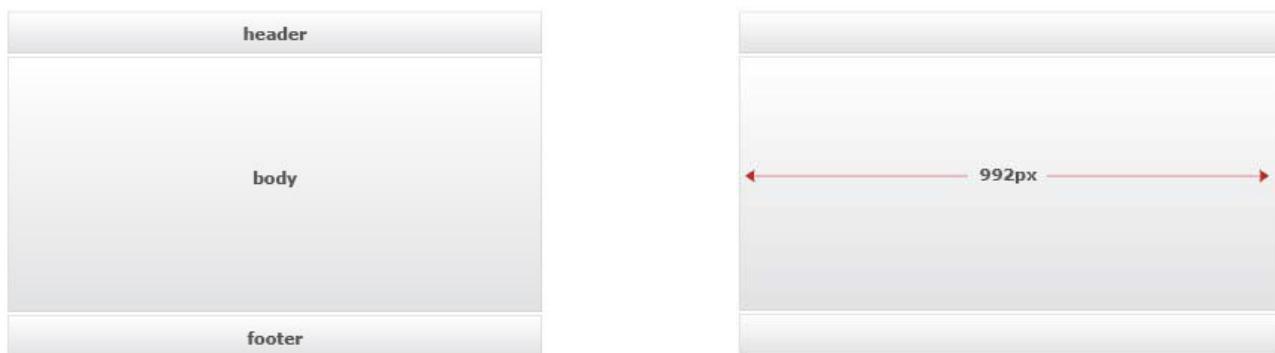
This section provides the rules for the **pages' layout**, i.e. the orderly and coherent distribution of structural, graphic and text elements.

Compliance with layout's guidelines - in particular of its most qualifying aspects - is **fundamental** to achieve a common "**Generali family feeling**".

Each web site page is **horizontally** divided into **3 main areas**:

- Header
- Body
- Footer

The web site is optimized for **1024 x 768** pixel resolution screens and has a **992 pixels width**. Its height varies depending upon relevant contents. It is **horizontally centered**.



### Header

The header - unlike generali.com where there is a flash animation - will have **no flash animation nor graphics / pictures**. Its **height** will be **100 pixels both** on the **Home Page** and on the **internal pages**.





## Generali Group's Web Guidelines 2

### Layout - Profile A

#### Body

The body of the page can be **vertically divided** into **1 (only home page)**, **2 or 3 areas**, depending on the presence of **1 or 2 side areas**: these side areas shall have each a width of **1/5** of the total width.



layout with 1 column (Home Page only)



layout with 2 columns



layout with 3 columns



## Generali Group's Web Guidelines 2

### Layout - Profile A

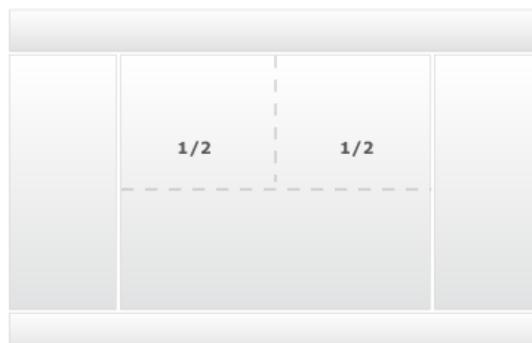
The **central area** - 3/5 wide - can be vertically divided **up** into **2 parts of equal width**.



central area division (ex. 1)



central area division (ex. 2)



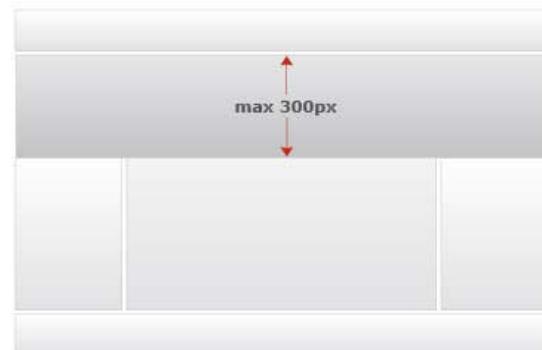
central area division (ex. 3)

### Flash area

If any, the area for **flash animations** - both on the Home Page and on internal pages - will be below the 1st level menu and have a maximum **height of 300 pixels**. It could cover the page's central part as well as its whole horizontal width.



central area flash



full page flash



## Generali Group's Web Guidelines 2

### Layout - Profile A

#### Home Page

The screenshot illustrates the 'Profile A' layout for the Generali Group website. The page width is indicated as 992px. The layout is divided into three main horizontal sections: header, body, and footer.

- header:** Contains the Generali Group logo, navigation links (About us, Press & Communication, Investor Relations, Governance, Sustainability, Careers, Group), and a search bar.
- body:** The central content area.
  - Left Column (sx):** Includes a 'Stock price' box showing 'Last: € 18.35' and '% Chg: +0.51'. Below it is an 'Events calendar' for February 2010, listing dates from 1 to 28. A 'legend' indicates that red boxes highlight specific dates.
  - Middle Column (central column):** Features a 'Latest news' section with the headline 'MD Perissinotto's presentation to UBS Italian Investor Conference: Growth: hope or reality?' followed by a photo of a woman in traditional attire. It also includes a 'Focus' section and a 'Press releases' section.
  - Right Column (dx):** Contains a 'Quick links' section with links to general archive, latest publications, and send your cv. Below it is a 'The group worldwide' section with a world map.
- footer:** At the bottom, there are links for legal information, company references, privacy, glossary, site map, extranet, and a note about Asurzurazione Generali S.p.A. with VAT ID 00029760220. The footer is powered by WSG.



## Generali Group's Web Guidelines 2

### Layout - Profile A

#### Internal Pages

header

body

footer

992px

The screenshot illustrates the layout of an internal page from the Generali Group website. The layout is defined by a 992px wide container.

**Header:** Contains the Generali Group logo, a banner for the "OFFICIAL PARTNER OF THE ITALIAN VOLLEY TEAM", and a navigation bar with links for Home, Italiano, contact us, FAQ, search, mobile, and accessibility options (A A A, zoom, access keys, subscribe).

**Body:** The main content area is divided into several sections:

- About us:** Includes a sidebar with "Stock price" (Generali +1.21%, Last: € 14.37, Date source: Borsa Italiana) and an "Events calendar" for February 2010. The calendar shows days 1-28, with 18 marked as a red event day. A legend indicates that red squares represent events.
- Press & Communication:** A section titled "Business activity and mission" featuring a sub-section "The Group's Activity". It discusses the Group's presence in 65 countries and its strong position in Western Europe.
- Investor Relations:** A section titled "The Group's Mission" stating the mission is to become the leading insurance group in terms of profitability in major European countries.
- Governance:** A section titled "Link cloud" containing links to shareholder structure, sustainability report, press releases, ethical code general, archive human resources institutional brochure, image bank, corporate governance report, and a "Focus" section about Assicurazioni Generali's journey starting in 1831.
- Sustainability:** A section titled "The group worldwide" showing a world map with icons representing different regions.
- Careers:** A section titled "Group".

**Footer:** Includes links for legal information, company references, privacy, glossary, site map, and a newsletter sign-up form. It also features a "last update on 29-03-2010 11:39" message and copyright information for Assicurazioni Generali S.p.A. (VET 0007976328) and a "powered by WYG" logo.



## Generali Group's Web Guidelines 2

### Menu & Contents - Profile A

This section provides the definition of **navigation menus**, i.e. the link lists – even on different, hierarchical levels – leading users to the contents and functions they look for in the website.

Some **basic contents** are also required to be present on the website, in order to offer a perceivable transparent and comprehensive information.

The **primary navigation** menu is divided in 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> level menus and, if necessary, 4<sup>th</sup> level.

The **secondary navigation** menu is divided in **service menu**, **footer**, **quick links / link cloud**.

#### Primary navigation menu

- **1<sup>st</sup> level tab menu:** just below the header, its tabbed titles group the macro-areas representing the main website contents. Each title is clickable and leads by default to the first 2<sup>nd</sup> level section.
- **2<sup>nd</sup> level scroll down menu:** on the Home Page it scrolls down, with mouse over, on each 1<sup>st</sup> level tab, and shows the titles of the relevant major subsections. On the internal pages while the selected 1<sup>st</sup> level section expands vertically its navigation on the selected page's upper left side - the "tree menu" - all other 1<sup>st</sup> level tabbed titles keep their scroll down 2<sup>nd</sup> level menu.
- **3<sup>rd</sup> level tree menu (and 4<sup>th</sup>):** it expands only on internal pages - in the left side vertical navigation - and only for the specific 2<sup>nd</sup> level title to which it refers.

#### Secondary navigation menu

- **Service menu:** it includes "utility" items such as "home", "English", "FAQ" and "contact us", the icons "increase font size" and "increase contrast", the "search box", and in general all the items that need immediate visibility.
- **Footer:** it is the area at the bottom of the website, just below the horizontal closing page line, where we often find legal information and Company's references, Web Designer's credits, access to the intra / extranet, and in general all items that don't need immediate visibility. It can also be used to show again important navigation titles, promote lists of products / services and generally speaking other contents considered worth highlighting (e.g. list of national Group companies). In fact, this can also help the web site in being more effectively found and ranked by search engines.
- **Quick links / link cloud:** these hyperlinks are meant to allow quick jump from one page to different sections' pages - throughout the website - that have related contents. Every 1<sup>st</sup> level section has its own quick links list. Possibly, quick links / link cloud should be customizable even within 2<sup>nd</sup> level subsections. The "link cloud" style is a graphical device that allows us to prioritize link visibilities, highlighting – by means of 3 font sizes – the higher or lower relevance of the connected topics. Both methods can be used in the Home Page and internal pages.

#### Minimum contents

- Each website should have a **simplified version** – clickable on the service menu - **or a 1<sup>st</sup> level section named "English"**, where at least the following important institutional information is available in English, divided into 1<sup>st</sup> level sections (if "English" opens a "simplified" version of the web site) or 2<sup>nd</sup> level subsections (if "English" is shown as a 1<sup>st</sup> level tab):
  - business activity / main **products and services**
  - **management** presentation with organization chart (functions / photos)
  - main **financial results**
  - **contact** information including the generic e-mail address, e.g. contact@general.com
  - basic **Generali Group** presentation with a link to www.generali.com (English version)
  - **Group's Ethical Code, Environmental Policy, European Social Charter** (for European Companies) / **Sustainability Report**



## Generali Group's Web Guidelines 2

### Menu & Contents - Profile A

- The **Company's logo** positioned on the header's left part will be **clickable** and linked to the **Home Page**.
- The **Generali Group Lion positioned at the right** part of the header – for Branches – will be **clickable** and will link to [www.generali.com](http://www.generali.com), **English** version. The Italian Head Office's web site will link to the Italian version.
- Listed companies shall display their **stock price** on the Home Page as well as on the internal pages. The other companies can choose to show the "**Assicurazioni Generali**" stock's trend, subject to checking with the Web Management Office the service's contractual availability .
- The **Parent Company's news** (e.g. press releases, financial presentations) and the Group's "consolidated" **data** (e.g. premium volumes, staff, financial highlights, world wide network) must always be kept **updated**. In order to simplify this, we suggest to use **direct links** to the English "Italian" for the Italian Head Office) relevant contents of [www.generali.com](http://www.generali.com). Please note that the **flash map** with relevant contents on "**The group worldwide**" box is **freely available upon request** to all Group Companies. All updates to the map will be centrally handled via our IT colleagues.
- The **1<sup>st</sup> level menu** shall have at least:
  - one section **presenting the Company**, named "**About us**" (or the equivalent in local language) – placed as **first tab** on the left or as **last on the right** – and explaining:
    - business activity / main **products and services**
    - (for the Holdings) description of the **local Group** coordinated by the Holding
    - **management** presentation with organization chart (functions / photos)
    - basic **Generali Group** presentation with a link to [www.generali.com](http://www.generali.com) (English version, Italian for the Italian Head Office)
    - **Group's Ethical Code, Environmental Policy, European Social Charter** (for European Companies) / **Sustainability Report**. As an alternative, these documents can be included within a specific 1<sup>st</sup> level section on "Sustainability".
  - **map** of the premises and general **contact references** (address, switchboard phone no., and generic e-mail for info requests like [contact@generali.com](mailto:contact@generali.com))
  - a specific section to "**information of interest for the Press**" – named **News, Press or Media** (or the equivalent in local language), and including at least:
    - news about new **products and services**
    - (possibly) **press releases** published by the Parent Company on [www.generali.com](http://www.generali.com)
    - news on **advertising campaigns**
    - news on **sponsorships and marketing activities**
    - **financial report** in pdf (unless a specific 1<sup>st</sup> level section is dedicated to the economic and financial news)
    - **communication / marketing contact** references
  - a specific section on "**human resources**", named "**Careers**" (or the equivalent in local language), containing at least:
    - employee **management policy**
    - **in-house staff / personnel training** programs
    - (possibly) **job vacancies**
    - e-mail or form to **send cv**
- The **service menu shall** have at least the following functionalities and contents:
  - **Home** (first link on the left)
  - **English** (if leading to a simplified version of the website)
  - (possibly) **FAQ**
  - **contact us** (with telephone, fax and e-mail references of the main functions having external contacts)
  - **'increase font size'** key
  - **'increase contrast'** key
  - **search** box (last item on the right)
- The **footer** must have at least the following functionalities and contents:
  - **legal information**
  - **company's** references
  - site **Map** (alternatively, on the "service menu")
  - **privacy note** (where required at national level)
  - access to **intranet / extranet** area (alternatively, on the 1<sup>st</sup> level menu or in an specific box)



## Generali Group's Web Guidelines 2

### Menu & Contents - Profile A

- The **quick links / link cloud box shall** have the following characteristics:
  - if the links are “**internal**” to the website and shown in a traditional way, they must be placed in a box on the right side of the page and link to 2<sup>nd</sup> or 3<sup>rd</sup> level pages relevant to 1<sup>st</sup> level sections different from the one the user is in
  - if the links are “**internal**” and shown in the “**link cloud**” mode, their different font sizes should vary between 3 to 5 max
  - if the links are “**external**” the website, they should be placed in a box on the right side of the page, just under the “internal” links box.

### Home Page

The screenshot shows the Generali Group Home Page with various menu elements highlighted:

- 1st level tab menu:** A horizontal menu bar at the top with tabs: About us, Press & Communication, Investor Relations, Governance, Sustainability, Careers, and Group.
- 2nd level scroll down menu:** A vertical dropdown menu on the left side under the "Press & Communication" tab, listing options like Stock, press releases, press kit & factsheet, press review, Generali - Our Speeches, Ultimo, €17.88, Fonte dei Bar, other publications, research & development, Events, and March 2010 calendar.
- Content blocks:** The page features several content blocks: "Latest news" (with a general meeting announcement), "Focus" (with a Russian Icons exhibition image), "Press releases" (with a 25.02.2010 update), "Quick links" (with general archive, latest publications, Alleanza Toro, and send your cv), and "The group worldwide" (with a world map).
- Logos and social media:** The top right includes the "Official Partner of THE ITALIAN SOCCER TEAM" logo, the "DUCATI Official Sponsor" logo, and links for mobile, access keys, subscribe, and RSS.
- Footer:** The footer contains links for legal information, company's references, privacy, glossary, site map, extranet, and a note about VAT (00079760328) and powered by WOG.



## Generali Group's Web Guidelines 2

### Menu & Contents - Profile A

#### Internal pages

**3rd level tree menu (and 4th)** → **Sustainability** → **The Group and social responsibility**

**Stock price**  
Generali - Time:10:10  
Last: €17.91 % Chg: 0.45  
Data source Borsa Italiana

**Events calendar**  
March 2010  
M T W T F S S  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31  
**legend**

**Sustainability** → **the Group and social responsibility** → **The Group and social responsibility**

As one of the major insurance and financial players on the international scene, the **Generali Group** has come to encompass the interests and expectations of a number of stakeholders: members of staff, shareholders and investors, clients, suppliers, issuing companies, institutions and local communities.

Throughout its history, the Group has been distinguished for its marked attention to members of staff, shareholders and the local community, based on the observance of a system of values such as professionalism, transparency and responsibility.

The Group's growing commitment in the various realms of sustainability has led to the establishment of dedicated bodies and new corporate departments committed to making not only economic, but also social and environmental issues a constant focus of attention. In particular, as far as the **environment** is concerned, at end 2008 the decision was made to launch an important international project aimed at introducing a corporate **Environmental Management System (EMS)**.

The **Generali Group's Ethical Code** was approved in May 2004 by the Parent Company's Board of Directors, setting out the general principles to be followed by Group companies in the accomplishment of their business. The document was drawn up on the basis of principles and values shared and disseminated throughout all the countries in which the Group has operations. Other documents have been published over the following years, building on the principles set out by the Ethical Code and defining them in relation to particular stakeholders. In particular, the **Generali Group Sustainability Report** has been published since 2005. Starting from the 2007 Report, the document is also subject to approval from the Parent Company's B.o.D.

The belief that durable economic growth is inextricably related to business sustainability is at the heart of the ethical policy adopted in corporate strategies. To stress its commitment in this area, in 2007 Generali adhered to the **UN Global Compact**. Also in accordance with the Group's effort to identify and ensure the transparency of the principles inspiring its strategies, policies and actions, is the decision to adopt the ethical criteria set out by the **Norwegian Government Pension Fund-Global** for its investments in financial instruments.

Furthermore, Assicurazioni Generali is listed on the **ECPI Ethical Index Euro**.

**Link cloud**  
press releases Generali in society ethical code send CV European Social Charter vision and values

**External links**  
unglobalcompact.org  
globalcompactnetwork  
oecd.org  
globalreporting.org  
un.org  
unep.org  
lbg-online.net  
regjeringen.no

**Focus**  
  
Sustainability Report 2008 interactive version

**The group worldwide**

last update on 28-05-2009 17:26  
legal information | company's references | privacy | glossary | site map | extranet | © Assicurazioni Generali S.p.A. - VAT 00079760328 | powered by WOO



## Generali Group's Web Guidelines 2

### Menu & Contents - Profile B

This section describes some **basic minimum contents** that must be available as well as easily findable within the web sites, in order to guarantee a **comprehensive and transparent information**.

The **primary navigation menu** is usually divided in 1st, 2nd, 3rd and if necessary 4th level. To improve usability, we recommend no further levels. The **secondary navigation menu** is usually divided in **service menu, footer, quick links / link cloud**.

#### Minimum contents

- The relevant - if existing - **Holding's** or the **Group Lion's logo positioned at the bottom right -in the footer area** – shall be **clickable** and will link to respectively the relevant **Holding's Home**
- The website shall present - with **adequate visibility** - at least the following **information**:
  - **Company's** presentation: the relevant 1st level title shall include a **2nd level section** dedicated to the "Generali Group", describing the Group, presenting the main highlights (consolidated premiums, worldwide employees, international presence...) and a link to the www.generali.com, English version (for Italian Companies, Italian version). Please note that the **flash map** with relevant contents on "**The group worldwide**" box is **freely available upon request** to all Group Companies. All updates to the map will be centrally handled via our IT colleagues.
  - **local Management's** presentation
  - company's **main financial results** presentation
  - **general contact** references, including e-mail address for generic requests (like contact@generali.com)
  - **company's** references, including address and premises' map.
  - **Group's Ethical code, Environmental Policy, European Social Charter** (for European Companies)/ **Sustainability Report**
- The website shall have at least the following **functionalities**:
  - **search** box
  - **increase font size** key
  - **increase contrast** key
  - site **Map**

#### "Product" websites

"Product" websites - as defined in the Web Guidelines introduction - are only required to show, in their **Home Page**, the "A" or "B" profile **Group Company's logo** under whose responsibility they have been created, with a **link** to the relevant Home Page.



## Generali Group's Web Guidelines 2

### Graphics - Profile A

This section describes - and allows the **download** of, see the bottom of the page - the **main graphic elements** used in generali.com. It also presents some **graphs and charts** to be used as a reference for local applications.

In particular you will find:

- **Graphic elements** in line with the generali.com project
- **Charts** with alphanumeric contents on rows and columns
- **Organisation charts** template to present the company's Top Management
- **Pie, bar and linear charts**, with relevant chromatic scale.
- **Map of the Group**

### Graphic elements

Graphic elements	Examples
<b>Tabs</b> (for the 1st level menu and, within the page, for annual archives or different types of same info category)	
<b>Boxes</b> (to frame autonomous information blocks on both lateral sides of the page, for example quick links, link cloud, events calendar, etc.)	
<b>Banner</b> (text / graphic banner to be used flexibly, as a way to promote a product, a new service, a website etc.; with or without popup, links to internal pages or external sites)	
<b>Grey background bands</b> (for page titles and file lists)	
<b>Arrows</b> (for navigation path, breadcrumbs, external links, expandable organizational chart, etc.)	

## Graphics - Profile A

Bullet points (primary and secondary)	<ul style="list-style-type: none"> <li>● Employees in the Sustainability Report area represent 63.2% of the Group's workforce.</li> <li>● The number of staff members in the Sustainability Report area overall rose by 768 people (+1.5%), though differing workforce trends were recorded in individual countries:           <ul style="list-style-type: none"> <li>● the workforce increased significantly in Israel (+13.4%) by about 200 employees, and in Italy (+1.8%), where the number of sales force on payroll continues to rise, while strong growth in Switzerland is ascribable to a significant rise in the number of employees in the insurance segment (+5%) and more importantly to the acquisition of Banca del Gottardo by BSI;</li> <li>● the workforce fell in Austria (-3.5%) and in Germany (-3.1%) where downsizing continues as part of a Group reorganisation process;</li> <li>● the workforce remains generally stable in France and Spain.</li> </ul> </li> </ul>
Action (with arrow) and applications' buttons	<a href="#">send</a>  <a href="#">extranet</a> <a href="#">mobile</a>
File icons	     
Contact icons	  
Utility functions' icons	    

## Charts

The various, different specific situations do not prevent us from defining some basic rules for the chart model to make them **simple and clear**:

Charts		Example																																													
border	1px solid #d9d9d9																																														
<b>Rows</b>																																															
background-colour	#ffffff																																														
background-colour	#f6f6f6																																														
<b>Headlines</b>																																															
background-colour	#ededed	<table border="1"> <thead> <tr> <th>Full results 2009</th> <th>FY</th> <th>QIII</th> <th>QII</th> <th>QI</th> </tr> </thead> <tbody> <tr> <td>Presentation</td> <td> 482 kb</td> <td> 664 kb</td> <td> 444 kb</td> <td>#ffffff</td> </tr> <tr> <td>Press release</td> <td> 119 kb</td> <td> 80 kb</td> <td> 63 kb</td> <td>#F6F6F6</td> </tr> <tr> <td>Report Parent Company</td> <td></td> <td></td> <td></td> <td>#d9d9d9</td> </tr> <tr> <td>Report Consolidated</td> <td> 2.9 Mb</td> <td> 3.4 Mb</td> <td> 2.3 Mb</td> <td></td> </tr> <tr> <td>Report Fin. statements</td> <td></td> <td> 130 kb</td> <td></td> <td></td> </tr> <tr> <td>EEV - Supplementary info.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Webcasting - Conf. Call</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Conference Call Q&amp;A</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Full results 2009	FY	QIII	QII	QI	Presentation	 482 kb	 664 kb	 444 kb	#ffffff	Press release	 119 kb	 80 kb	 63 kb	#F6F6F6	Report Parent Company				#d9d9d9	Report Consolidated	 2.9 Mb	 3.4 Mb	 2.3 Mb		Report Fin. statements		 130 kb			EEV - Supplementary info.					Webcasting - Conf. Call					Conference Call Q&A				
Full results 2009	FY	QIII	QII	QI																																											
Presentation	 482 kb	 664 kb	 444 kb	#ffffff																																											
Press release	 119 kb	 80 kb	 63 kb	#F6F6F6																																											
Report Parent Company				#d9d9d9																																											
Report Consolidated	 2.9 Mb	 3.4 Mb	 2.3 Mb																																												
Report Fin. statements		 130 kb																																													
EEV - Supplementary info.																																															
Webcasting - Conf. Call																																															
Conference Call Q&A																																															

## Download area

Download area	Example
This area will be positioned at the <b>end of the page</b> , as a list of attachments quoted throughout the page text.	<a href="#">Download area</a> <b>Generali Group's Ethical Code</b>  [ 289 kb ]



## Generali Group's Web Guidelines 2

### Graphics - Profile A

#### Forms

Input	Example
background-colour background-color	#e3e3e3 <input type="text" value="#e3e3e3"/> Search <input type="button" value="Search"/>

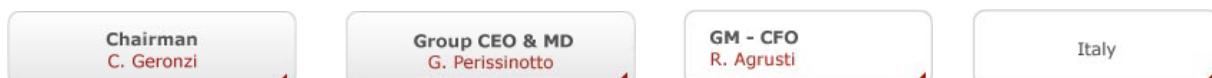
Select	Example
background-colour background-color	#ffffff <input type="text" value="#ffffff"/> Month <input type="button" value="Month"/> Year <input type="button" value="Year"/>

#### Paging

Paging	Example
standard page number tab	<input type="button" value="2"/>
active page number tab	<input type="button" value="1"/>

#### Organization charts

For organisation charts, **boxes of different sizes** are used, as necessary, with rounded corners, white background and grey frame. The function is in bold grey (#555555) while the person's name is in red (#bc2c1b). If it's necessary (for example About us / Corporate Centre / Management) to hierarchically highlight some names, a grey shade is recommended for the box background. Whenever possible, the organization chart boxes should allow link to relevant **cv & photo**. Their "clickability" will be clearer by using the red arrow (though the entire space should be clickable) on the bottom-right.



## Graphics - Profile A

### Graphics: common features

**Image width:** the central space dedicated to the text, max 570 pixel

**Font and text colours:** Verdana: #555555

**Colour order:** the colours should be used according to a sequence that can make it easy to distinguish between elements. The final result among the **de-saturated** colours should in any case prioritize **readability and chromatic harmony**.

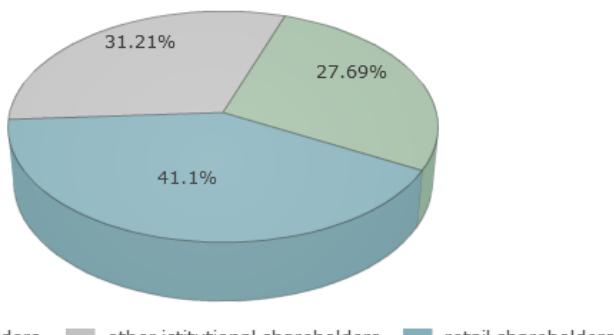
We suggest the following sequence:

1 =	#a2bea5
2 =	#c1c1c1
3 =	#83afba
4 =	#d2997e
5 =	#366581
6 =	#6c9283
7 =	#c2ad5e
8 =	#b14a4d
9 =	#959d6a
10=	#7792a5

If more options are needed intermediate shading should be used.

### Pie graphs

We use **three-dimensional** pies with – if possible – **figures inside** or, alternatively, outside the slices (in case of too many thin slices). For special needs, you can protrude some slices. The generali.com's graphs have a vertical inclination of 30 degrees, but of course this is just one of the options. **Alternatively, bi-dimensional** as well as **ring-shaped graphs** could be used.

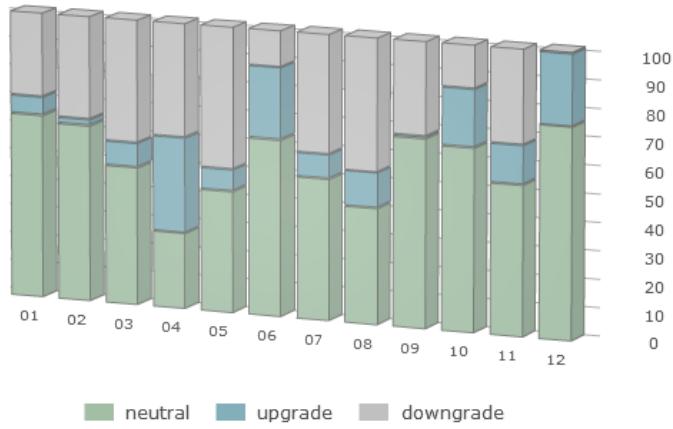


■ main shareholders ■ other institutional shareholders ■ retail shareholders

### Graphics - Profile A

#### Histograms

We use **three-dimensional** histograms with values on the two axes, with an angle between 10 and 20 degrees towards right (the opposite for the right to left reading countries). **Alternatively, bi-dimensional** charts can be used.



#### Linear graphs

We use **bi-dimensional** linear graphs with values on the two axes, with an angle between 10 and 20 degrees towards right (the opposite for the right to left reading countries).





## Generali Group's Web Guidelines 2

### Graphics - Profile A

#### Group Map

The world map showing Group's presence should always be kept It can be presented as a **static image**, detailed at continents' level and reproducing the updated list of Group facilities. The borders' edges are grey and areas where the Group is present have a gray background. The names of continents are written in red bold.



A **dynamic flash application** can also be made available, showing continents and nations. It is based on the official evidence present in the Parent Company's database. If you are interested in using this application in your local web site, please contact the **Web Management** for technical details.



## Generali Group's Web Guidelines 2

### Usability & accessibility

In this section you will find some basic suggestions from the international best practice which are aimed at improving the web site from the point of view of:

- **usability**: those design features that make all users enjoy an easier and more effective experience
- **accessibility**: those design features that specifically make users with disabilities enjoy an easier and more effective experience

Generali.com web site has been designed to satisfy as much as possible the above two goals

#### Usability

Web users normally visit an insurance or financial site to basically find information or finalize transactions. Therefore the website must be as understandable, rationally designed, updated and functional as possible.

It has been proved that some specific solutions can indeed improve users' experience:

- The **World Wide Web Consortium (W3C)** has defined the standards for designing an "ideal" website from a technical standpoint (that is having **correct HTML coding**). Even though thorough compliance to the parameters is sometimes hardly compatible with the goal of graphic appeal, maximum care must be put in correctly building and developing the website, so that the **main browsers** (and their **most popular versions**) can open it and offer a **flawless visualization**.
- The website must be easily found by users: the **domain** must be as close as possible to the Company name. It should also be considered the option to register similar domains (e.g. "xyz.it", "insurancexyz.it", "xyzinsurance", "groupxyz"... ) **redirecting** these to the main one. In case of **generic** suffix (e.g. .com, .eu) we should consider the possibility to register more domains, besides the National one (e.g. .it) again with redirect this to the latter. In addition to making the web sitemore easily findable, these action could prevent **illegal uses** by third-parties.
- Considering the importance of **search engines** (e.g. Google) special attention should be paid to improving the ranking of the website within the first positions of the Search Engine Result Pages(**SERP**) by using correct Search Engine Optimization (**SEO**) practices. In fact it's known that users normally scan the first SERP and, within it, only the first results, those "above the fold". This improved result can be accomplished via both **on page** and **off page** factors. The first ones are directly manageable and consist in a correct site structure and text typing. On this issue there are no absolute certainties, but the HTML code formal correctness coupled with the key words coherence among URL / window title / page headings / contents surely pay dividends. In addition it is advisable to use meta tags (keywords and description) for the website and the various pages. Text should be clear and pertinent, and URLs should possibly be "**semantic**", i.e. with self explanatory text. On the other hand, a traffic flow from influential websites' **links** towards our own site can increase the chances to be better positioned in the search results. Holdings should position in their Home Page the list of national Group Companies' website links, by grouping them in a specific box. In general Group companies can consider to mutually present links to the other national companies, by creating a specific box or a dropdown menu, or by placing text links or relevant logos in the footer area. If justified by commercial reasons, one should also consider "sponsored" fee-basedlinks. **Dubious "black-hat" practices must be avoided** (search spam / cloaking / link farms /comment spam).
- In case of **poor service** or **unavailability of the connection to the website** a standard **courtesy message** should be displayed to explain the existence of a technical problem and the company's commitment to resolve it as soon as possible. This message should obviously become visible as soon as the unavailability is detected, which in turn should happen via automatic systems, so as to assure immediate action. Soon-to-come **websites, pages or sections** should be announced inadvarce only if the exact date of future appearance can be shown.



## Generali Group's Web Guidelines 2

### Usability & accessibility

- The **generali.com website is optimized** for a **1024 x 768 screen resolution**. Taking into account that most users don't scan - while scrolling - more than two vertical pages, they must possibly stay within the 2 screen-long limits, but ideally speaking **vertical scrolling** should be simply **avoided**. In case of very long pages with lists (e.g. press releases) we suggest to divide contents into multiple, shorter pages that can be reached via buttons / tabs at the bottom of the page. Horizontal scroll should be certainly avoided for text, and used only if necessary for charts with figures. The scroll down menu must be limited to max 15 elements and no fly out horizontal menu should be used.
- Use of **flash** applications – given their limited accessibility – should be limited to those cases where the animation really improves the user's experience in comparison with the "static" one, or anyway when it makes the information more pleasant to be read. **Flash "intro" pages** to the Home Page should not be used, since they are regularly skipped by users. For similar reasons **scrolling text** - both vertical and horizontal - should be short, allowing proper reading speed and possibly **limited** to "news" or similar type of info (= a significant number of items, short texts and frequent updates). With mouse over text should stop scrolling, so that users can easily read it.
- The **page weight in bytes** affects the opening speed by browsers. So the size of pictures should be limited and kept under 200 kb, except for those in high definition made available for download. **Videos** should not last more than about 2 minutes.
- **Navigation** must be **consistent** throughout the whole website. 2<sub>nd</sub> and 3<sub>rd</sub> level **titles should match with** their corresponding **page titles**. For category titles common words or well known acronyms should be used. Real or apparent **duplications** should be avoided (e.g. two 2<sub>nd</sub> level pages with the same title but different contents), except for those cases where they are really useful (e.g. "specific" contact pages for various 1<sub>st</sub> level sections together with a "general" sum-up contact page in the service menu). It is always important for surfers to know where they are anytime, i.e., through the use of "**breadcrumbs**", to be shown the navigation path.
- The web site **internal search** function is a very useful tool. To make it effective it is advisable to use page titles relevant to page contents, and also use meta tags in every page, particularly for those pages which – based on internal statistics – correspond to user's most searched keywords. It should be possible to focus the search by format (html page / pdf / video mpeg / photo jpeg or gif...) or by section title. The input text area should contain up to 25 characters. The results should be prioritized by relevance. When no result is found the dialogue page should allow to modify the search or offer a spelling check ("did you mean...?").
- Due to "**banner blindness**" - the known surfers' habit to ignore what looks like "advertisement" - the use of commercial banners or graphic elements looking like ads should be limited. This equally goes for "**pop ups**", in particular considering that they are blocked in advance by users in their computer settings.
- Website pages are not usually "read" word by word but rather "**scanned**", according to a hierarchical dynamic viewing. It is therefore very important to divide long texts into small digestible **chunks**, with relevant paragraph titles. When listing, it is advisable to use "**bullet points**", thus facilitating the list reading. Key words should be highlighted in **bold style**.
- Links to generic words like "**click here**" should be avoided: in fact only the **term(s)** that best represents the landing page's main content should be clickable. "Actions" (e.g. send / submit...) should be represented with 3D-shaped "**buttons**". Due to their difficult readability words all written in "**CAPITAL LETTERS**" should be avoided, unless they are very short.
- In **charts and statistics** horizontally or vertically organized **by year** the most recent year will usually be positioned on the left / top part, while the oldest on the right / bottom (except for countries using the right to left reading). A different solution can be used when higher visibility is to be given to older years first (e.g. history).



## Generali Group's Web Guidelines 2

### Usability & accessibility

- In charts and download areas / lists only the file icon should be clickable for **file downloading**. Audio/video files should show their duration, all other files should show their size in bytes (or mega bytes) on the right part of the icon. For files shown in the download areas / lists - where more room is available - the size is shown within brackets. The mouse over alternative text will show the file format and weight.

### Accessibility

The generali.com website and the WG2 have taken into account the main technical specifications - in particular the International standards by the **Web Accessibility Initiative (WAI)** - required to allow people with disabilities more easily get **access** to IT tools. As a matter of fact the Generali Group is committed to guaranteeing **access** to its websites to as many users as possible, **without any discrimination** whatsoever.

However, the complex and varied nature of disabilities, the need to guarantee an attractive and dynamic online communication as well as the inevitable budget constraints, they all may often dictate some compromises to the strict application of these rules. Compromises which should be anyhow minimized.

The **basic suggestions** worth adopting - particularly useful for visually impaired people - include the following functions and solutions:

- **Font size:** it allows to increase the standard font size by selecting two additional ones.  
| A A A |
- **Contrast and link underlining:** it allows to increase the contrast between text and page background, thus making reading easier, while at the same time the hyperlinks get underlined, for quicker spotting.  
Generally speaking, as a standard condition, all hyperlinked elements must become underlined with mouse over.  
| ● Abc |
- **Keyboard navigation:** the website should allow keyboard navigation (e.g. with tab and enter keys), therefore browsing without mouse.
- **Access keys:** "Access keys", or shortcuts, allow to go to specific pages by using a combination of keys. This is a helpful navigation tool particularly for visually impaired people. In fact this way users with screen readers can reach popular website pages more easily and effectively.  
| access keys |
- **Alternative text:** generally speaking the broad content of all pictures should be shortly "explained" in an appropriate alternative text, visible with mouse over. The file's icons, for example, should contain an indication on the file type (format), of its size (weight or length) and of its content (e.g. press release, institutional video...) unless same "html" description is already present immediately before the icon. Links to external websites should show the destination URL. The function icons (send e-mail, vote the page, print this page...) should explain the function itself.



## Generali Group's Web Guidelines 2

### Web 2.0

This section provides some indications on the Group's presence in the most popular **Social Networks** and, more in general, in those **Internet's informal environments built for interacting and sharing** information / files / videos / photos, the so called Web 2.0. Market studies have shown that a large user group can be found in the 25–35 age segment: **the phenomenon is clearly not only for teen-agers**, and we cannot ignore it if we want to optimize our corporate presence also in innovative and dynamic environments.

**A preliminary and necessary remark:** often times users tend to wrongly see the Internet in general and the Web 2.0 environments in particular as "free territories", with no obligations nor rules. Actually, the specific technical features of this "medium" do not prevent - rather can often facilitate - the **infringement of third party rights** (e.g. defamation, copyright violation, respect of privacy...) as well as the violation of **one's own contractual responsibility** (e.g. confidentiality of business information as detailed in the employment's contract). Clearly the fact that it is very difficult to actually prosecute these violations doesn't make this a lighter issue. It must therefore be very well understood that the practical actions taken by Group's facilities and the behaviours suggested to their employees must always **fully comply with existing national laws and regulations**.

### General aspects

These environments often gain a lot of popularity among young users in a very short time, quickly becoming a global mass phenomenon, but can equally lose their appeal after just few months in favour of other emerging networks.

This situation suggests us to choose a **cautious and flexible approach**, which means being present only on **consolidated networks**, with **moderate investments** (the entrance is often free or minimal), so to be able to easily withdraw in case the environment loses interest from a company's viewpoint.

Even if these networks are essentially built for **private usage** (chat, blog, info and file sharing), considering their success and the limited investment needed, we believe that for the main Group companies there is a **promising room for a multimedia institutional presence, in addition to** – certainly not in replacement of – what is available on companies' **web site**. This presence would have a twofold value:

- **Access to a large audience** that would hardly visit the company's corporate site, increasing brand recognition and awareness within the younger targets
- Possibility of **receiving spontaneous feedbacks** on company's events and to directly involve the users in viral marketing initiatives.



## Generali Group's Web Guidelines 2

### Web 2.0

#### Critical issues

Obviously, we must carefully evaluate **potential critical areas**, in particular when considering that these environments are "public" and free, and that by their own very nature cannot be "controlled" by us:

- Managing the "corporate / institutional" areas (the official ones, with company's logo) is a function that must be responsibility of **marketing / communication experts**, clearly **identified** within the company, in particular to interact with third parties' comments, complaints, more or less provocative statements. Subjective and personal comments should be avoided, together with entering controversial issues: there is a high risk for the debate to degenerate. All "official statements" must come from a person duly authorized by the Company. In practice, we are dealing with actual **public**.
- This supervisory function dictates **constant monitoring** and control on violent, outrageous, defamatory or improper comments which must be immediately removed through the appropriate channels.
- **The material** (brochure, video, images, presentations, information) **made available to the public must not be confidential**, and its publication on the web must be authorized by the competent internal office. On a practical standpoint, we suggest - in case of doubt - to use **contents already made public**, although possibly **optimized for the web**.
- Only material without **copyright** problems - or whose publication is allowed - must be used. If there are copyright protected elements (e.g. background music in videos) very often the "**no download**" publication is requested, **as far as technically possible**. Over the Internet and, in particular, in the Web 2.0 environments, users often expect to be able to freely **download** all the material they find. And we all know that there is no absolute protection once something is published and shared on the Internet.
- The **language and tone** should be **neutral, informative and not so patently self-promotional**: these are "free" environments and therefore they usually "tolerate" companies' presence only as long as they contribute with useful information, while blatant marketing self-boasting statements can turn out to be counterproductive.
- In all cases it is advisable to **follow the rules and practice of the specific web community**.

Based on the above, the **Web Management Office**, of the Trieste's Group Communication Dept., has chosen, for the time being, to be institutionally present - i.e. as "**Generali Group**" - only in some selected environments and with specific internal rules, while in other cases it was chosen a mere "active" listening approach.

The environments in which we have concentrated - at the moment - our interest and our relevant approach / actions are the following:

#### Wikipedia ([www.wikipedia.com](http://www.wikipedia.com))

- **Registration of an account** in the name of a Web Management representative, in order to liaise with and give clarifications to the Wikipedia control committee
- **Perusal** of current **wordings**, in the existing various languages, related to the Company
- **Direct correction** of **mistaken figures** (e.g. budget results), **outdated texts and figures, old pictures or wrong captions**.
- **Proposal to the Wikipedia committee of chapter and text rationalization** (e.g. adding "highlights", "history", "principal shareholders"...). A direct editing might in fact be rejected by the community. In any case the requests must be limited to the bare minimum, it is not realistic to work on these pages – from a stylistic point of view - as in your own web page.
- **If there is not one yet**, we suggest to create a Company **introductory page** in the **main languages** of interest (besides the national one, at least **English**), with some pictures and links to interesting texts and sites.



## Generali Group's Web Guidelines 2

### Web 2.0

#### Blogosphere

- We produce a **twice-a-day analysis** of the main external blogs, by setting the search on news and posts aggregators. As "**key words**" we suggest to use the name of the company (e.g. "Assicurazioni Generali" / "Generali Group") and the name of Top Managers (name of President / Chief executive officer / General manager...). During key marketing and sponsorship events the research can obviously be expanded accordingly.
- Our report has a main **information function** (it is addressed to the Communication and Press managers), in order to intercept possible critical situations for the brand. However, it equally plays an **operational CRM** role, because the emerging complaints and reports of poor service are promptly forwarded to the Units concerned for corrective actions.
- For the time being we **do not** engage **directly** nor **actively** into blogs
- The main – **free of charge - sources** we use are:
  - Technorati (<http://technorati.com/>)
  - Addictomatic (<http://addictomatic.com/>)
  - Google news (<http://news.google.com/>)

Obviously, in the market there are **professional (= fee-based) providers** of such services.

- In parallel, and with due respect to the freedom of speech, we feel it is advisable to make all employees fully aware of the potential responsibility stemming from an **improper use of blogs** (be their own or third parties'). They should be reminded of the need to constantly comply with the various obligations (legal, contractual, disciplinary) they have, in their own or in the Company's interest, so as to avoid unforseeable liability towards third-parties. They could be suggested, therefore, to freely consider the adoption of cautious rules of conduct, among which:
  - in their fully identifiable posts (= **not anonymous**) over **matters in potential conflict of interest** (insurance, financial...) , they should always **clarify in advance their position as Company's employees**
  - particularly in cases of potential conflict of interest it should be always made clear that the statements are **personal** and **do not represent the Company's official position** (unless there is an explicit mandate to this end)
  - in blogs - as well as in all public virtual environments - the need to keep **confidentiality over business information** should always be complied with.

#### Slideshare ([www.slideshare.com](http://www.slideshare.com))

- We registered an **account** in the name of "Generali"
- We published an **official "Generali Group" area**, with logo and a presentation box
- We uploaded the latest **financial presentations** and some **updated institutional documents** (e.g. the book on Generali's history "The Years of the Lion" and the institutional brochure)
- We defined the main "**tags**" which help the page and the documents be easily associated to users'research.

#### Flickr ([www.flickr.com](http://www.flickr.com))

- We registered a "professional" **account** in the name of "Generali Group"
- We organized a **photo album** divided into categories (Headquarters / 175 years / Trieste / AnnualGeneral Meeting / Italian Football Team / Bavisela / Ducati)
- In particular the **sponsorships' pictures** get updated as soon as possible after the events. Because of the intellectual property rights, if asked by the clients, we upload them in the **no-download mode**.



## Generali Group's Web Guidelines 2

### Web 2.0

#### Facebook ([www.facebook.com](http://www.facebook.com))

Facebook is clearly a perfect environment for facilitating connections among people, through sharing personal moments, friendships, pictures and videos. You need only to register a free account. The mechanism of "friend multiplier" (= "my friend's friend is my friend") can potentially get private aspects of your life be available to unknown third parties. This must be duly considered by members who happen to hold within the Company a representative role towards third parties. However, Facebook has recently adopted specific measures to better protect members' privacy.

Generally speaking, the "public" corporate presence of major brands is often oriented towards doing **marketing / brand promotion / recruitment / market research**. The "**qualified members only**" areas may also be used for internal communication purposes, but still keeping the confidentiality of business info and applicable laws.

The current accounts in the name of "**Assicurazioni Generali**" are private initiatives, and public. Given Facebook's specific nature we believe that for a local Company a corporate presence may make sense only if it is possible to:

- Suggest "**viral**" **marketing** initiatives (e.g. send pictures from the various offices / branches / "fan clubs" – or suggest making funny videos related to the idea of insurable risks, promote a contest to invent the new advertising tag line...) through possible incentives and prizes
- Link to / quote - and add value to - **specific advertising and marketing campaigns** already launched via other media (press, tv, cinema...)
- Daily **monitor** the environment to limit the risks of "vandalism"
- Manage – by forwarding them to competent structures – **reports of poor service or complaints**
- Be ready to **answer to all legitimate and reasonable requests**
- Double check that the employees **do not engage** in discussions over **business matters** of **confidential nature**.

#### You Tube ([www.YouTube.com](http://www.YouTube.com))

As of now we - as Web Management - have not uploaded any video on You Tube.

This environment is particularly fit for uploading lively and attractive videos about **Company's advertising** campaigns or **sport sponsorship**, but please bear in mind that the (video and audio) broadcasting **rights** can be very expensive. It is possible to use institutional videos or those shot during certain events (e.g. Shareholders meeting, Group anniversary celebrations) always remembering the potential **privacy** rights of those appearing on the videos. We must also consider the necessary adjustments required to optimize videos that could originally be too long or too institutional for an appealing web use.

It must also be very clear that videos are often **ranked and commented** upon by users: therefore if on one hand this can be a great way to get spontaneous feedbacks by the public, on the other hand the Company is exposed to legitimate yet potentially harsh criticism.

#### Twitter ([www.twitter.com](http://www.twitter.com))

We think that the use of Twitter's **microblogging** should be taken in due consideration by those companies having a constant flow of news (typically about products or marketing) of general interest and/or those willing to generate a constant communication flow with their clients or stakeholders. This communication function can be handled both in an "active" way, by producing the news, or a "passive" one, by commenting others' twittering. In both cases, given this social medium's features, the 'twitter' rep. must correctly represent Company's position and be concise as well as very reactive.



## Generali Group's Web Guidelines 2

### Web 2.0

#### LinkedIn ([www.linkedin.com](http://www.linkedin.com))

**Prior registration** is needed to access this environment, which basically applies to professional connections - job search and offer - of particular interest for the **Human Resources Dept.**

There are many groups related to our Brand, spontaneously created by members. As Communication we monitor the Group's presentation page and, occasionally, users' interactions.

#### Google maps ([maps.google.com](http://maps.google.com))

We think that Google maps' technology and contents are an effective tool to help localize **our worldwide structures**. The Web Management has started a Group project to get each company be shown – through the correct mechanism – on the map, thus **supporting** the evidence already present in the list of facilities on generali.com. In fact it wasn't technically feasible to coordinate all editing from Trieste's Head Office. It is very important that this presence gets constantly monitored, in fact sometimes third parties may insert wrong indications or references slightly different from the correct ones.

Generally speaking, it's always useful to easily localize **Head Office premises and agencies** on the websites, using appropriate maps or links to mapping services.

No fee is required.

#### Final remarks

The above indications are simply what has been evaluated and decided **up to now** (June 2010) by the Trieste Head Office's Web Management Office, **without expectation nor guarantee of being either exhaustive or effective**. These environments' dynamic nature and the constant technological evolution prevent us from drawing definitive conclusions or giving general rules valid for all countries. In fact these characteristics rather call for a constant attention to those social trends determining their success.

It is equally important to stress that local actions should always harmonize and comply with the **national legislation and by-laws** as well as - for employees - with **job's contractual obligations**.

Given all this, and considering the challenges for the company's internal organization, we can only suggest a **case by case approach** by each Group's facility.



## Generali Group's Web Guidelines 2

### Contacts

For communications or info requests on the **Web Guidelines** please contact the **Web Management Office**, Group Communication Department, in Trieste's Head Office:

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For communications or info requests on the **Group logo** or the **local logos** please contact the **Corporate Identity Office**, in Trieste's Head Office too:

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