

GENERALI, YOUR LIFETIME PARTNER

Generali Hong Kong

In 1981, Assicurazioni Generali S.p.A was first registered as an authorised insurer in Hong Kong, with the business extending into the life insurance sector in 2016 with Generali Life (Hong Kong) Limited. With a combination of local knowledge and Generali Group's global expertise, we develop unique and innovative life insurance, general insurance, speciality insurance, and employee benefits solutions to meet the needs of our customers.

Generali Hong Kong has been assigned a **Financial Strength Rating of "A" (Strong), with a "Stable"**

Outlook by Fitch Ratings. (from of Nov 2024)

Generali Group

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of €98.1 billion in 2025. With around 88,000 employees serving 75 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.



A.M. Best Financial Strength **Rating A+**



Fitch Financial Strength **Rating AA-**



Moody's Financial Strength **Rating A2**



Ranked 224th
in Fortune Global 500



Around
88,000 employees
in more than 50 countries



€ 900 billion
of assets under
management



€ 98.1 billion
in premiums



Among **Dow Jones**
Best-In-Class World Index and
Dow Jones Best-In-Class
Europe Index

(as of Dec 2025)

Generali Life (Hong Kong) Limited provides life insurance, whereas Assicurazioni Generali S.p.A offers general insurance, speciality insurance, and employee benefits.

Generali Hong Kong

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Generali Hong Kong



GENERALI THROUGH HISTORY

1



Generali was born

In 1831, Generali was born. The day is remembered for a tempestuous storm that struck Trieste, immortalised in a famous painting as a reminder of life's uncertainty.

2

The Legendary Picasso

Pablo Picasso was commissioned by a Spanish insurance company (which was part of the Generali Group) in 1900 to present a drawing that encapsulated the idea of insurance.



4

Insurer of expedition to the Antarctic

Generali insured an Italian scientific expedition to the Antarctic in 1988, providing assurance for the courageous scientists who risked their lives for a deeper understanding.



3

Italy's first scientific satellite and first astronaut

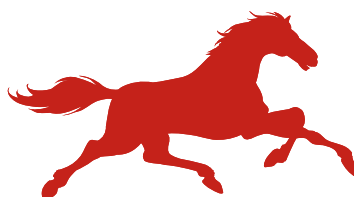
In 1964, Generali was the insurer of the San Marco programme that launched Italy's first scientific satellite into orbit. Continuing our achievements in space, in 1992, we insured Italy's first astronaut.



5

Record breaking US\$25 million payout

In 1997, Generali paid a record breaking US\$25 million in compensation for infertility damages for Cigar, one of the greatest American thoroughbreds in history.



6

First flying urban laboratory

Since 2013, Ballon de Generali has been flying over Paris, measuring air quality at 150 metres and relaying data to the ground, raising air quality awareness for the city.



7

Italy's largest agricultural company

Genagricola was established in 1974.

Today

900 ha of vineyard

12,000 ha farmland to produce diverse crops

2 stables
5,000 pigs
250 dairy cows

2 biogas plants to generate for 6,000 families

