

## **QUICK GUIDE ON HOW TO USE THE 190 STORY MAKERS PLATFORM**

190 Story Makers is the platform that we have created to celebrate the stories of all of you, the Generali People. It is you who make our history every day with your commitment and passion. You can use this platform to upload your story and read and vote for the stories of your colleagues.

Here is how it works.

### **Upload your content**

You will have the opportunity to share your story (one per employee), making sure it contains:

- title
- text
- at least 1 photo\*

*\*You can upload up to 9 additional photos to enrich your story, as well as a video link. Photos and links must be compliant with the technical requirements specified in the uploading area of the platform.*

It should describe something personal that you experienced firsthand. It can be anything that expresses your belonging to Generali: from a memory that portrays your personal contribution to our way of doing things, to an anecdote that represents how you feel about being part of the Group, or simply a thought of what it means to you to know you are a key player in making history for our 190-year old company.

The dedicated section of the platform is available in 24 languages to make it even easier for you to upload your story. You can enter a story written in English or in your own language.

You will be able to see a preview of your contribution, save it as a draft and modify it at a later stage or publish it straight away. Just bear in mind that you won't be able to revise your content after publication!

### **Read the stories**

In addition to uploading your story, in the reserved area of the platform you can see your colleagues' contributions from around the world, filter them by Business Unit and Legal Entity and rank them by date, or you can enter a specific name in the search bar if you are looking for someone in particular.

Contributions can be translated into English to allow every colleague from around the world to have the opportunity to appreciate each story and vote for the ones they prefer.

### **Vote and be voted**

You can vote by clicking on the heart button and express your liking for more than one story, but you can vote for each contribution only once.

After publishing your own story, you can download a customizable ecard to give more visibility to your contribution and invite your colleagues to vote for you.

### **190 Lions**

At the end of the submission window, among the most voted-for stories, the 190 better expressing our Purpose, Values and Lifetime Partner Behaviours will be published in the public area of the platform for all the world to see.

If you are among the 190 most voted-for authors, you will become one of the Generali 190 Lions, have the opportunity to be a protagonist in enhancing visibility of the global and local initiatives planned for our anniversary, and live the magic of coming together in Venice for a celebration to remember!

Should you need additional information, please refer to your local communication team.