

Investor Presentation

1Q 2025 RESULTS

9 May 2025



To be the No. 1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex





1Q 2025 RESULTS: EXECUTIVE SUMMARY



Positive quarterly results delivered amid volatile markets

- Recurring net profit at €87.0m (+6% YoY) well on track to sustainable growth
- **Reported net profit** at €110.3m (-10% YoY) embedding financial markets-linked components
- Strong operational efficiency with cost ratios confirmed at industry-leading levels



Solid commercial activity despite a challenging environment

- Client assets at €103.9bn (+7% YoY), further increased despite March market turmoil
- **1Q 2025 total net inflows** at €1.5bn, with improving mix
- April total net inflows at €0.6bn weathering financial markets headwinds



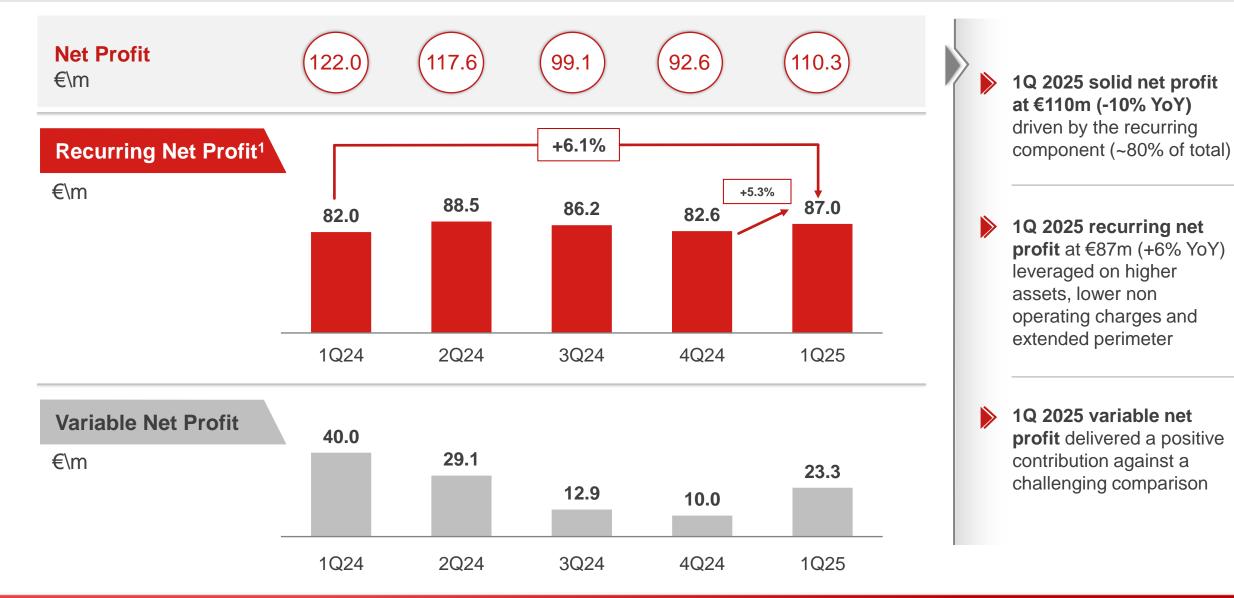
Voluntary Exchange Offer from Mediobanca in Assicurazioni Generali shares

- Legal and Financial Advisors appointed
- Internal Risk and Control Committee on the way to appoint dedicated independent advisors
- CEO empowered by BoD to explore industrial rationale and implication of the Offer



NET PROFIT POSITIVE START IN A COMPLEX ENVIRONMENT





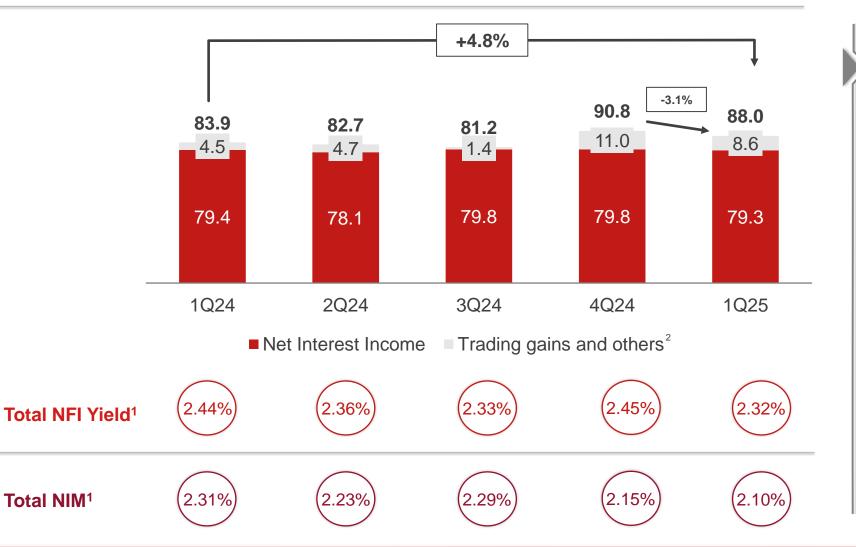


NET FINANCIAL INCOME STEADY RESULT THANKS TO GROWING DEPOSITS

Teleborsa: distribution and commercial use strictly prohibited



Net Financial Income (NFI) €\m



1Q 2025 NFI at €88m (+5% YoY) thanks to flat NII and higher trading gains

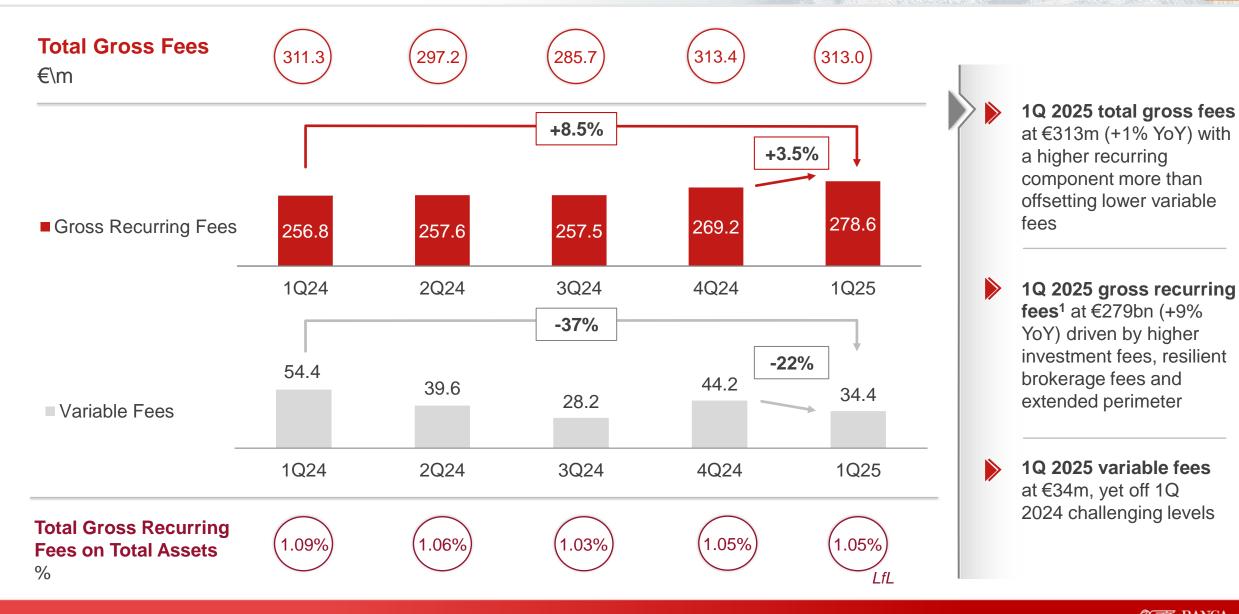
IQ 2025 NII at €79m (flat YoY) supported by higher volumes more than offsetting decreasing market rates



IQ 2025 trading gains at €8.6m including €4.7m linked to Intermonte's activity on global markets, i.e. market making activity and trading on proprietary book

Teleborsa: distribution and commercial use strictly prohibited

TOTAL GROSS FEES HIGHER RECURRING COMPONENT DRIVEN BY HIGHER ASSETS



2024 challenging levels

GENERALI

emarket

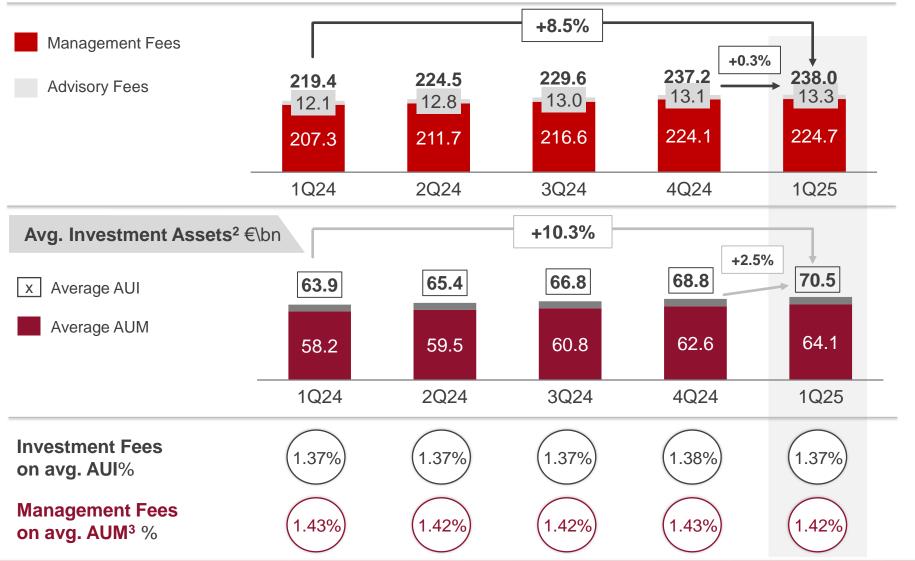
CERTIFIED

Teleborsa: distribution and commercial use strictly prohibited

GROSS RECURRING FEES (1/2) POSITIVE TREND DESPITE MORE CONSERVATIVE INVESTMENT PROFILE



Investment Fees¹ €\m



1Q 2025 investment fees at €238m (+8.5% YoY) well above last year's level

1Q 2025 management fees at €225m (+8% YoY) driven by higher managed assets (+10% YoY) partially offset by a more defensive asset mix and poor financial markets at the closing of the quarter

1Q 2025 AUI and AUM margin stable YoY at 1.37% and 1.42%, respectively

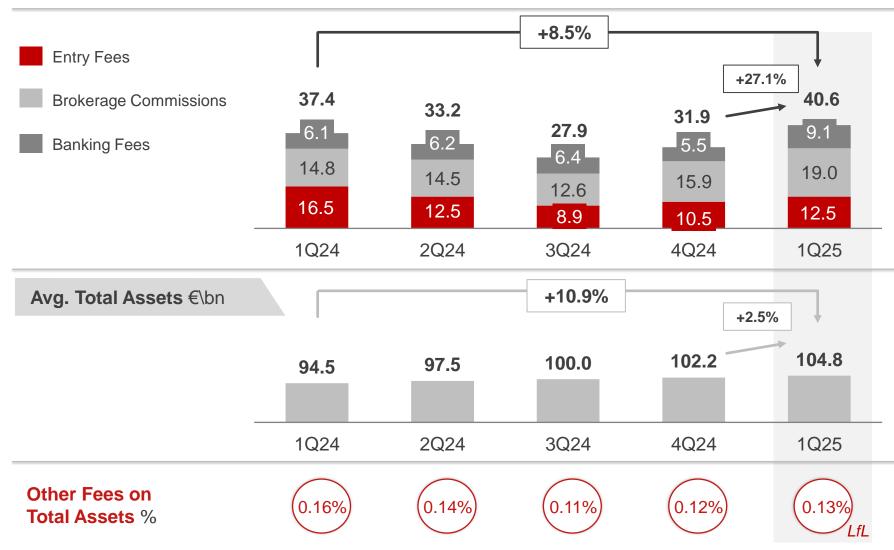
NOTES: 1) Management fees and Advisory fees. Advisory fees and assets linked to BGPA advisory services and BG International Advisory; 2) Net of double counting; 3) Fee margin based on average AUM (managed solutions + traditional life policies) on an annualized basis



GROSS RECURRING FEES (2/2) OTHER FEES REACHED NEW HIGHS



Other Fees €\m



IQ 2025 other fees at €41m (+9% YoY) driven by brokerage and extended perimeter

1Q 2025 entry fees at €13m (-24% YoY) on lower issue of structured products (-34%) in line with guidance

IQ 2025 brokerage fees at €19m (+29% YoY) driven by higher volumes and stable margins on ordinary activity and €3.7m Intermonte's fees for client-driven trading

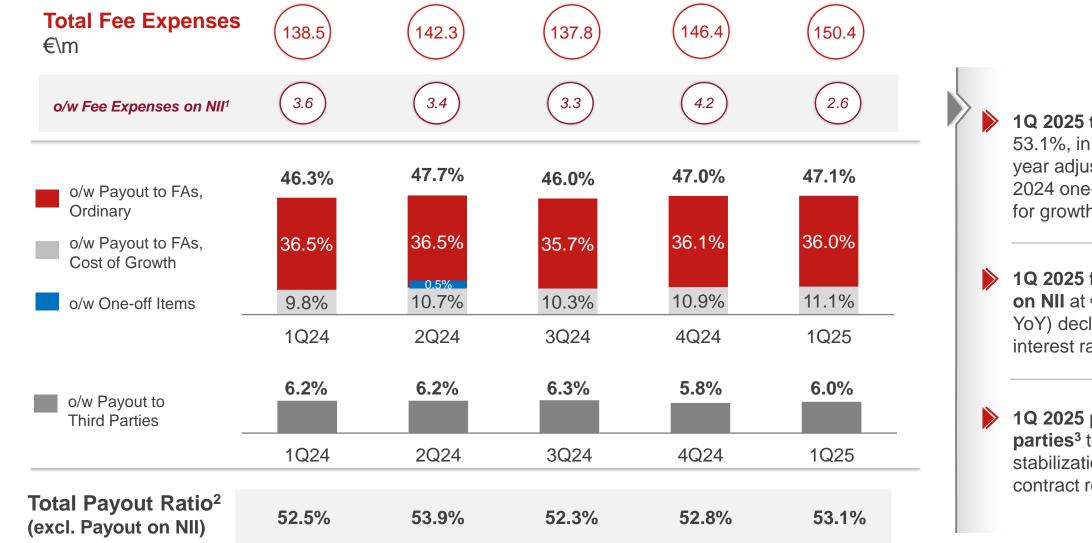
 ▶ 1Q 2025 banking fees at €9m (+47% YoY) including €3.5m Intermonte's fees for corporate advisory



TOTAL PAYOUT RATIO ON FEES STABLE AND IN LINE WITH LONG TERM GUIDANCE

9



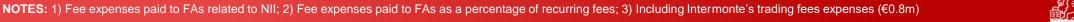


 1Q 2025 total payout at 53.1%, in line with last year adjusted for 2Q 2024 one-off and push for growth

1Q 2025 fee expenses on NII at €2.6m (-28% YoY) declined tracking interest rates

1Q 2025 payout to third parties³ towards stabilization following contract review in 4Q 2024

GENERALI

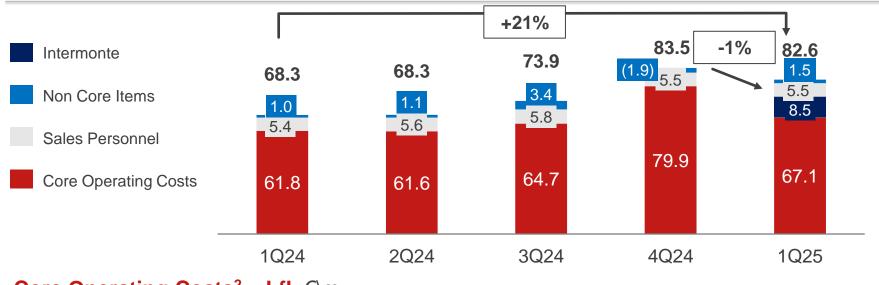


OPERATING COSTS (1/2) COST BASE TRACKING ASSET EXPANSION

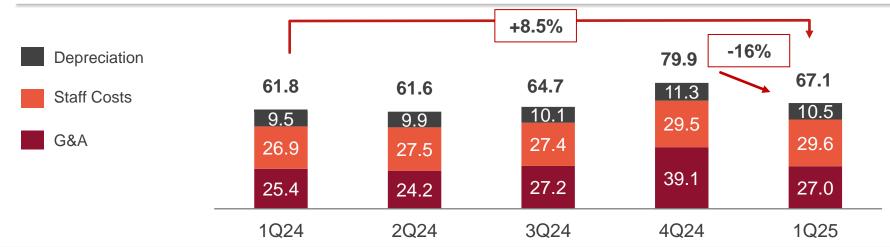
Teleborsa: distribution and commercial use strictly prohibited



Total Operating Costs €\m



Core Operating Costs² – LfL €\m



1Q 2025 total operating costs¹ at €82.6m of which €74.1m (+8.5% YoY) on a like-for-like basis

1Q 2025 total operating costs increased mainly for higher staff costs, one-off costs related to M&A and Intermonte

> 1Q 2025 BG core operating costs² at €67.1m (+8.5% YoY) mainly on higher staff costs (higher FTE, national banking contract) and depreciation

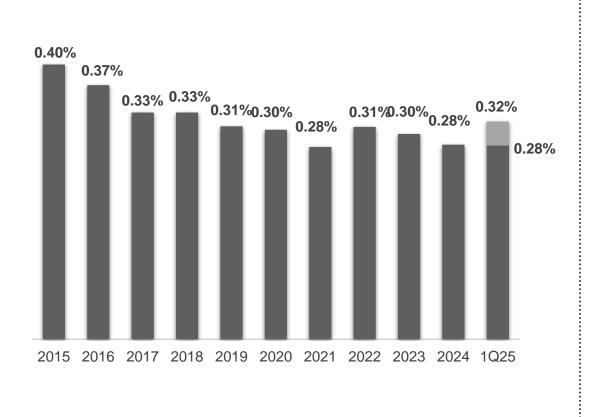
10 **NOTES:** LfL = Excluding change in perimeter related to Intermonte's acquisition; 1) Including Intermonte's operating costs ($\in 8.5m$); 2) Core operating costs have been restated to include BG Suisse among the different lines (vs. previous separated representation). Intermonte has been excluded on a LfL basis



OPERATING COSTS (2/2) COST RATIOS REMAIN AT BEST-IN-CLASS LEVELS

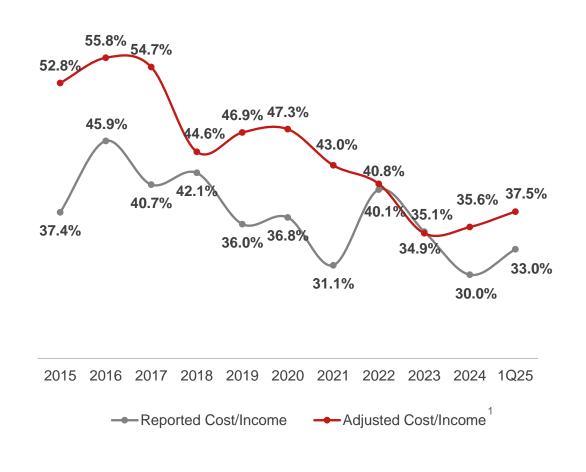


Operating Costs / Total Assets



Impact from Intermonte

Cost / Income Ratio







	sdir storage
	CERTIFIED
I	•/

(€m)	1Q24	1Q25 Reported	% Chg	o/w 1Q25 Intermonte contribution
Net Financial Income	83.9	88.0	4.8%	5.1
Net recurring fees	118.3	128.2	8.4%	6.4
Variable fees	54.4	34.4	-36.8%	0.0
Total Banking Income	256.6	250.6	-2.4%	11.5
Core operating costs (LfL)	-61.8	-67.1	8.5%	-
Total operating costs	-68.3	-82.6	21.0%	-8.5
Operating Profit	188.4	168.0	-10.8%	3.0
Operating Profit excl. performance fees	134.0	133.6	-0.3%	3.0
Net adjustments for impaired loans and other assets	1.4	-0.6	n.m.	0.0
Net provisions for liabilities and contingencies	-18.7	-18.6	-0.1%	-
Contributions to banking and insurance funds	-10.4	-0.6	n.m.	-
Gain (loss) from disposal of equity investments	0.2	-0.2	n.m.	-
Profit Before Taxation	161.0	148.1	-8.0%	3.0
Direct income taxes	-39.0	-37.4	-4.0%	-0.8
Tax rate	24.2%	25.3%	+1.1ppt	26.5%
Net Profit	122.0	110.3	-9.6%	1.9
Recurring Net Profit	82.0	87.0	6.1%	1.9

Comments

Recurring operating profit stable at €134m reflecting:

- Solid revenue trend supported by steady financial income and higher recurring fees
- Stable total payout ratio in line with long term guidance
- Positive contribution from Intermonte
- Total non operating charges¹ amounted to €20m (vs. €27m in 1Q 2024). The change refers to lower contribution to banking and insurance funds
- Recurring net profit at €87m (+6% YoY) while reported net profit (-10%) hit by lower variable fees and higher taxrate at 25.3% (+1.1ppt)



To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex



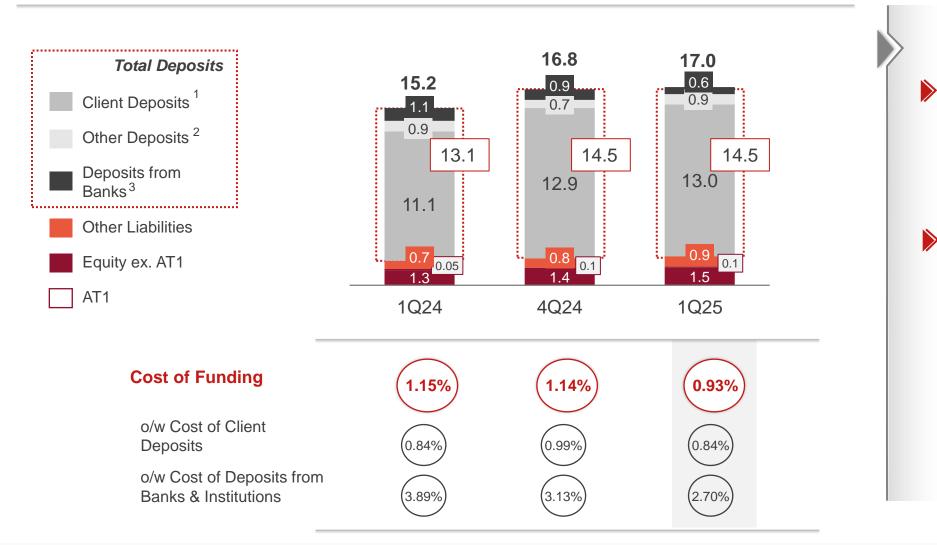


Teleborsa: distribution and commercial use strictly prohibited

BALANCE SHEET – TOTAL LIABILITIES & EQUITY COST OF FUNDING TRENDING LOWER



Total Liabilities & Equity: Volumes and Yields €\bn



1Q 2025 total deposits⁴ at €14.5bn (+11% YoY) of which 88% represented by client deposits

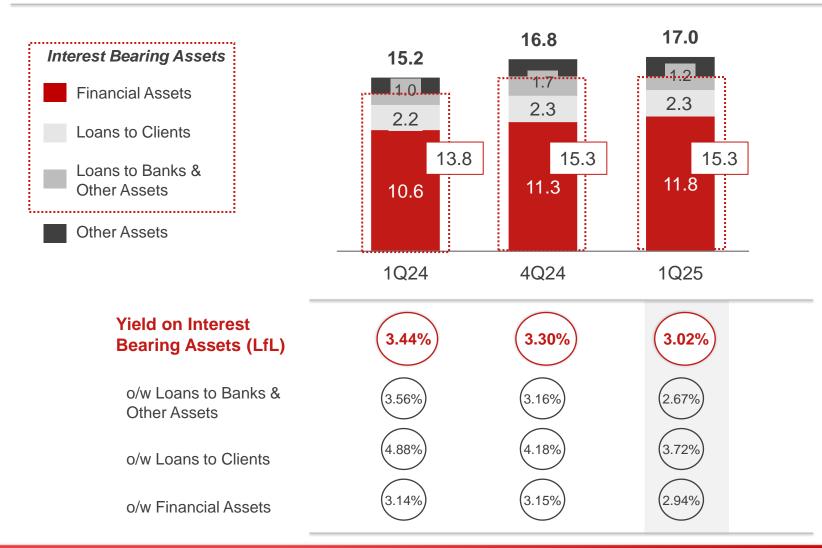
1Q 2025 average cost of funding at 0.93% (-22bps) tracking trend in market rates



BALANCE SHEET – TOTAL ASSETS SOLID VOLUMES, RESILIENT YIELDS



Total Assets & Interest Bearing Assets: Volumes and Yields €\bn



1Q 2025 interest bearing assets at €15.3bn (+11% YoY) o/w:

- Financial Assets (77% of total) maintain a defensive and well-diversified profile
- Loans to clients (15% of total) stable and well-collateralized
- Loans to banks (8% of total) fell on lower investment returns

1Q 2025 yield on interest bearing assets at 3.02% following market rate trend

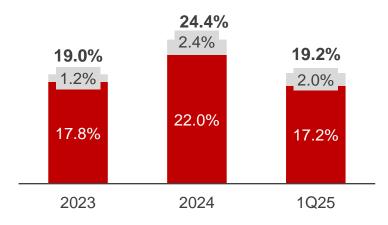


CAPITAL AND LIQUIDITY RATIOS SOLID CAPITAL RATIOS



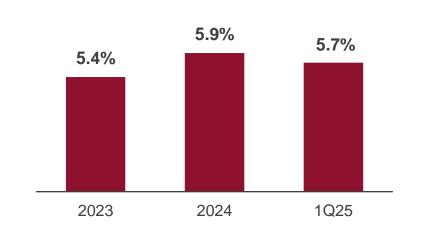




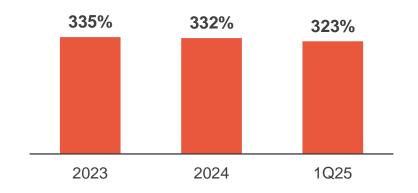


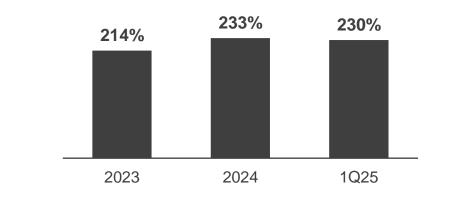
Liquidity Coverage Ratio %

Leverage Ratio %



Net Stable Funding Ratio %





Capital ratios impacted by Basel IV introduction (-3.8ppt) and the first-time integration of Intermonte (-2.3ppt) partly offset by higher net profit and other items (+0.9 ppt) after assuming a dividend provision in line with current dividend policy (84% of 1Q25 net profit)

Both ratios well above SREP requirement of 8.5% for CET1 ratio and TCR 13.0% for 2025

- Leverage ratio at 5.7% remains well above minimum requirement of 3%
- Liquidity ratios remain at practice levels and well above requirements



To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

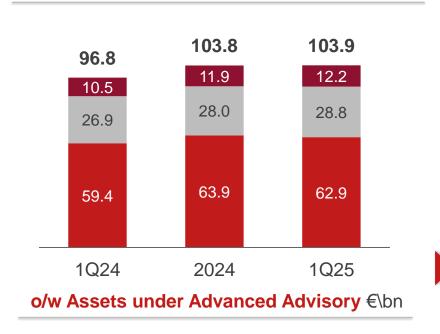


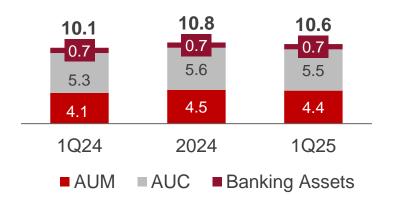


TOTAL ASSETS (1/2) GROWTH PATH CONTINUES AMID A FAST-CHANGING MARKET ENVIRONMENT



Total Assets €\bn





Total Assets (by Fee Category¹) €\bn



Other Assets (Other Fees)

Assets under Investment (Investment Fees)

Assets under Investment / Total Assets



1Q 2025 Total Assets at €103.9bn (+7% YoY) supported by solid commercial trend

March turmoil on financial markets partially offset by **defensive investment profile** (25% invested in equities)

1Q 2025 Assets under Investment at €69.2bn (+6% YoY) supported by solid net inflows offsetting financial markets' volatility in 1Q 2025



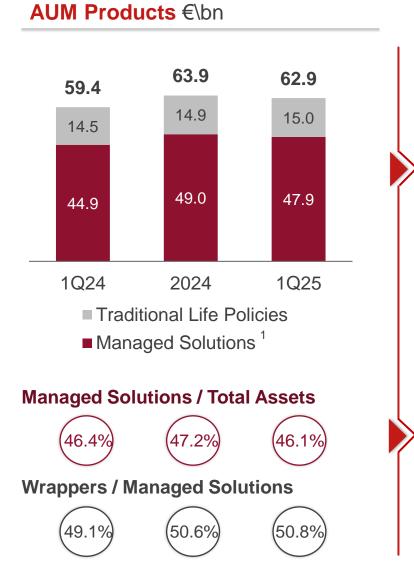
 \triangleright

 \triangleright

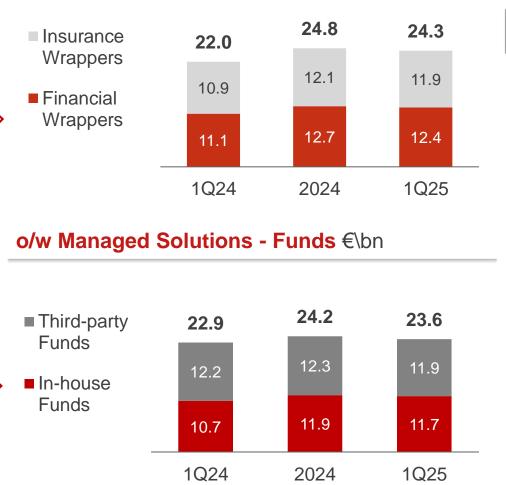
 \triangleright

TOTAL ASSETS (2/2) MORE THAN HALF OF MANAGED SOLUTIONS IN WRAPPERS





o/w Managed Solutions - Wrappers €\bn



1Q 2025 AUM Products at €62.9bn (+6% YoY) held up well on sticky demand for protection and bespoke products/ advisory

1Q 2025 Wrappers Solutions at €24.3bn (+11%) increased their weight on managed solutions reaching 50.8% of total (+1.7ppt vs. 1Q24)

1Q 2025 In-house Funds at 11.7bn (+9% YoY) confirmed a solid trend at 24.4% of managed solutions (+0.7ppt vs. 1Q24). Launch of new strategies in the pipeline in 2Q 2025



 \triangleright

NET INFLOWS (1/2) SOUND VOLUMES, IMPROVING AUI MIX

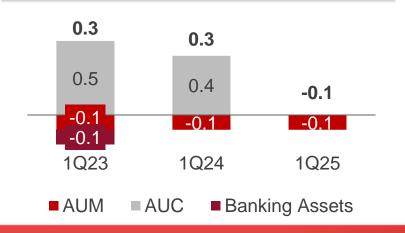


Total Net Inflows €\bn





o/w Net Inflows in Advanced Advisory €\bn





- Other Assets (Other Fees)
- Assets under Investment (Investment Fees)

Assets under Investment / Total Net Inflows



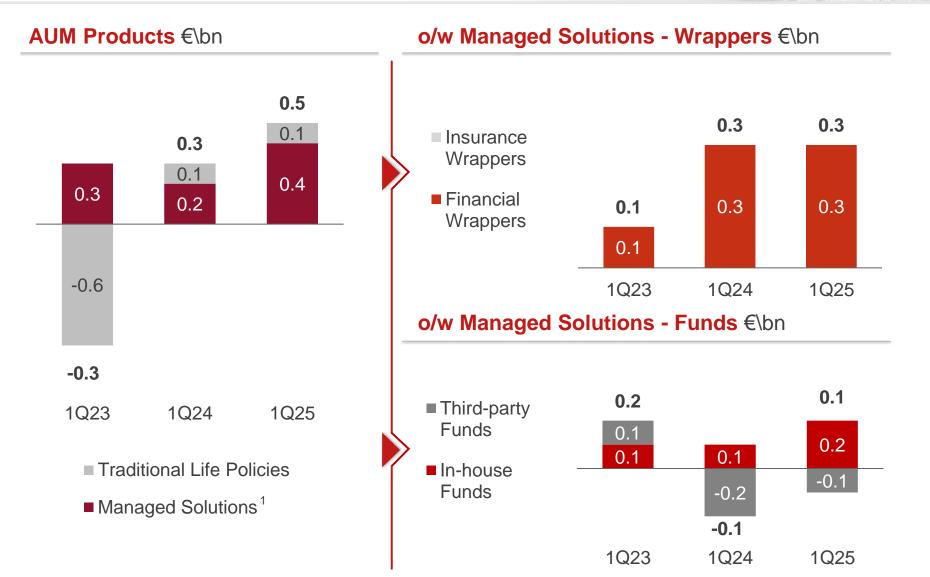
1Q 2025 Total Net Inflows at €1.5bn in a context of great geopolitical and macro uncertainty

- **1Q 2025 AUI Net Inflows** with improving underlying mix as managed solutions represented 90% of total (vs. 28% in 1Q 2024)
- 1Q 2025 Net inflows in Other Assets stable at €1.0bn with more liquidity (€0.3bn vs. outflows for €0.1bn in 1Q 2024)



NET INFLOWS (2/2) MANAGED SOLUTIONS MORE THAN DOUBLED YoY





IQ 2025 Total Net Inflows in AUM products at €0.5bn driven mostly by positive demand for in-house managed solutions, such as:

- Financial Wrappers:
 +€0.4bn (+27% YoY)
- In-house Funds:
 +€0.2bn (+50% YoY)

1Q 2025 Net Inflows in traditional life products confirmed a recovery path



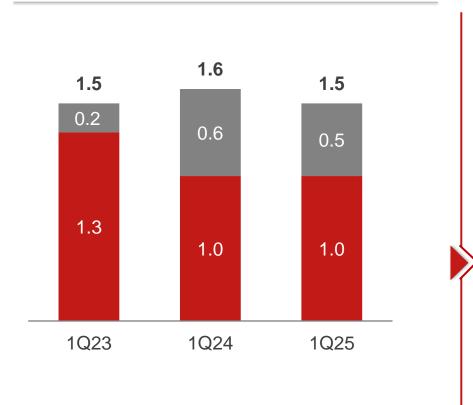


Teleborsa: distribution and commercial use strictly prohibited

 \triangleright

NET INFLOWS BY ACQUISITION CHANNEL WELL-DIVERSIFIED GROWTH

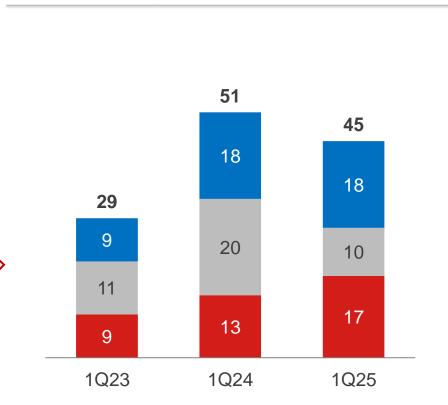
emarket sdir storage CERTIFIED



Net Inflows by Acquisition Channel €\bn

Net Recruitment (FAs In/Out)

Existing Network¹



Recruitment by Acquisition Channel #

- FAs without Remuneration Package & Junior FAs
 From Retail & Private Banks
- From FA Networks

1Q 2025 Net Inflows from net recruitment at 36% of total and stable contribution from the existing network (€1bn)

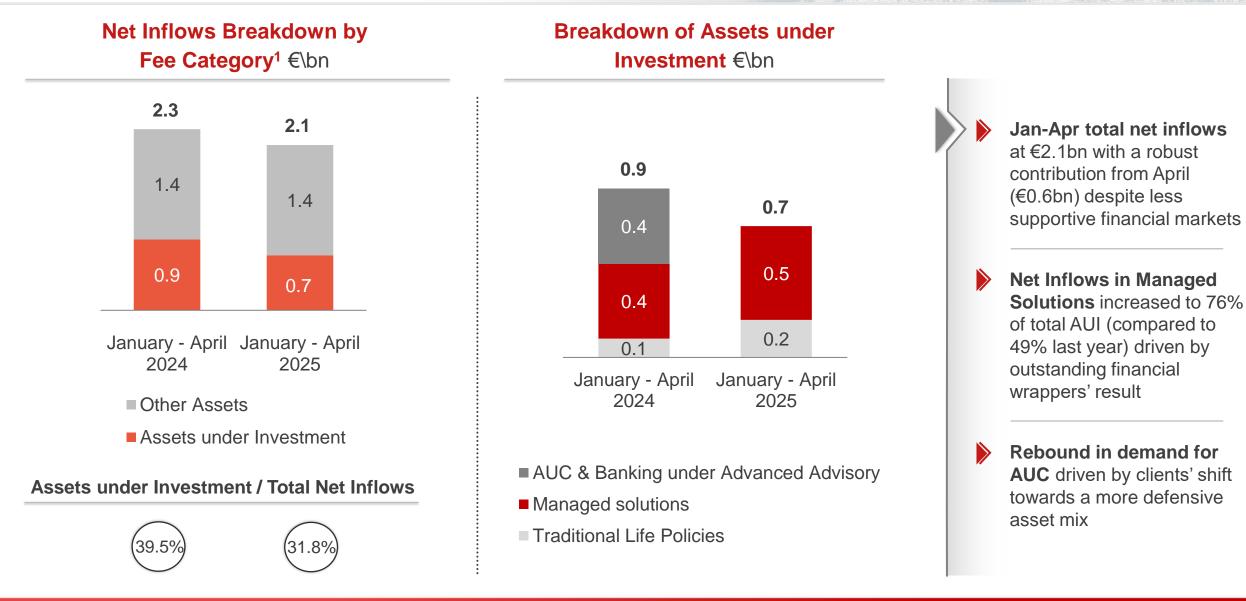
1Q 2025 new recruits in line with FY 2025 guidance

Ongoing focus on new talents to speed up Team Approach. Teams reached €21.5bn assets at end-March



NET INFLOWS: APRIL UPDATE MANAGED SOLUTIONS GATHERING PACE







To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex





VOLUNTARY EXCHANGE OFFER ON BANCA GENERALI PROMOTED BY MEDIOBANCA TO BE PAID IN ASSICURAZIONI GENERALI'S SHARES



The Public Offer	 On 28 April 2025 Mediobanca launched a public voluntary exchange Offer for 100% of Banca Generali shares with the consideration consisting of the shares in Assicurazioni Generali owned by Mediobanca (ex-102)
Contents of the Offer	 The operation would create a leader in Wealth Management in Italy Mediobanca would recognise a consideration, for each Share of Banca Generali tendered to the Offer, equal to 1.70 ordinary shares of the Assicurazioni Generali owned The effectiveness of the Offer is subject to the condition that, upon completion, the Offeror shall hold a stake equal to at least 50% plus 1 (one) Share of the share capital of Banca Generali and shall negotiate and enter into a long term strategic partnership agreement in bancassurance and asset management The aim of the Offer is to acquire the entire share capital of Banca Generali to achieve the delisting of the Shares from the Euronext Milan (<i>ex-102</i>)
Timeline of the Offer	 The proposal to approve the Offer will be submitted to the ordinary shareholders' meeting of Mediobanca convened on 16 June 2025 (<i>ex-102</i>); acceptance period between September and October with expected closing by October 2025 (<i>as per Mediobanca's presentation</i>)





BANCA GENERALI'S REACTION BOD ACKNOWLEDGMENT AND INITIATIVES

BoD	 BoD of Banca Generali, in an extraordinary meeting, formally acknowledged Mediobanca's Offer on the day it was launched last 28 April 2025 BoD specified that the Offer was neither solicited, nor agreed upon
28 April 2025	 BoD specified that the Offer was heither solicited, nor agreed upon BoD will express its opinion on the Offer within the terms and according to the procedures set forth by the law

BoD	 BoD officially appointed the law firm PedersoliGattai as legal advisor and Deutsche Bank, AG as financial advisor to initiate a thorough analysis of the terms and characteristics of the offer
9 May 2025	 Banca Generali's Internal Risk and Control Committee on the way to appoint dedicated independent legal and financial advisors within next week
	 BoD empowered the CEO to explore industrial rationale and implications of the Offer



emarket sdir storage

CERTIFIED

FRAMEWORK AGREEMENT WITH GENERALI GROUP (1/2) INSURANCE DISTRIBUTION AGREEMENT AND BRAND LICENCE AGREEMENT

certified

March 2018

Downloadable from the Banca Generali website

BANCA GENERALI S.P.A. Sede in Trieste, Via Macchiell 4: Capitale avoid southeartin Funn 116.851.637 i. v. . Reg. Imprese di Tiosten. n. 10968, Codice Friedle/P.L. n. 00833240208 Ranci sientita al N. 5358 dd/TModelle Banche, caperagnopo del gruppo bancario Banca Generali, sicentro all'Albo dei gruppi bancari. Società soggetta alla direzione e al coordinamento di Assicurazioni Generali S.p.A.

DOCUMENTO INFORMATIVO

redatto ai sensi dell'articolo 5, del "Regolamento recante disposizioni in materia di operazioni con parti correlate" adottato con deliberazione Consolo n. 17221 del 12 marzo 2010 e successivamente modificatto con deliberazione Consolo n. 17387 adez 25 giugno 2010

relativo a

ACCORDO QUADRO CONTRATTO DI DISTRIBUZIONE DI PRODOTTI ASSICURATIVI CONTRATTO DI LICENZA DI MARCHI

stipulati con Assicurazioni Generali S.p.A. c/o Generali Italia S.p.A.

27 marco 2018 Documento laformatiro mesos a disposiçãose del pubblico presos la sola legale di Banca Generali S.p.A. (ria Macchinedii 4,Triesto), sul sito intermet di Banca Generali S.p.A. (gray hangapentit com e presos la sola di Banca Italiano S.p.A. (Piezza dell'Agrier, Million)

1. Brand License Agreement

- Free use of the Brand Banca Generali is granted in conjunction with the Insurance Distribution Agreement (IDA)
- > The license agreement for the use of the Brand may be terminated in the event of:
 - Change of Control (CoC)
 - Termination of IDA

2. IDA

Duration: 10 years, renewable for an additional 10 years

Key objects of the agreement

- Exclusivity right
- Restricted distribution networks¹
- > In case of termination by Generali of the Brand licence agreement:
 - The exclusivity granted to the insurance companies may be terminated by Banca Generali
 - Restrictions on the use of restricted networks may be lifted by Generali

FRAMEWORK AGREEMENT WITH GENERALI GROUP (2/2) SUPPLEMENTARY AND AMENDING ADDENDUM TO THE DISTRIBUTION AGREEMENT¹



April 2025

April 2025

2b

Amended Agreement of IDA

2a

- 1. More precise definition of expected service levels
- 2. Possibility of jointly developing an annual product plan based on BG's distribution needs
- 3. Incentive/disincentive mechanism between the parties to better align their interests and protect clients

Framework Agreement for the distribution of banking and investment products

- 1. Distribution of banking products and services via Generali Italia and Alleanza networks
- 2. Further development of Financial Planning Agents (FPA) network
- 3. Cross/Upselling initiatives between Agents and Financial Advisors



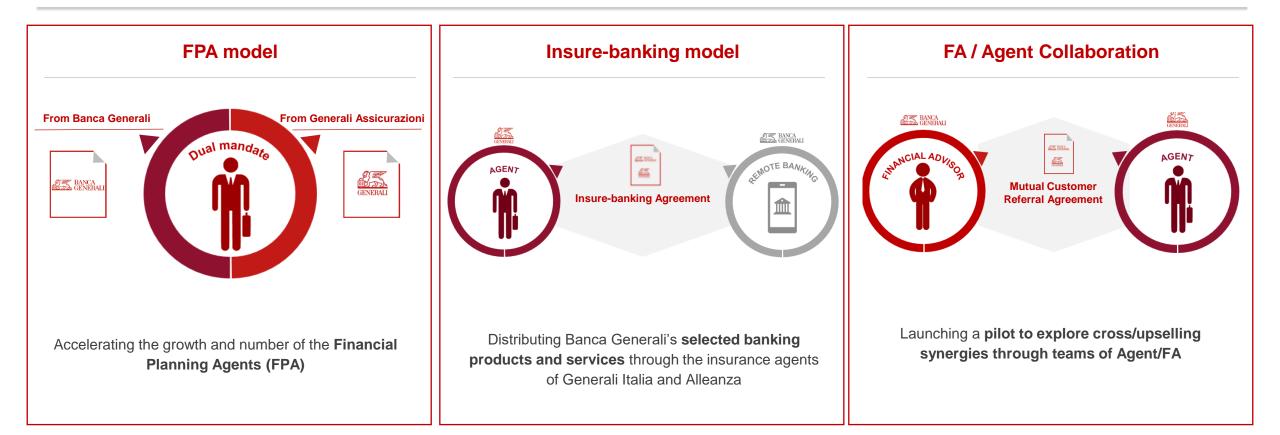


FOCUS ON DISTRIBUTION OF BANKING AND INVESTMENT PRODUCTS FRAMEWORK AGREEMENT EXPANDED AND SIGNED



Partnership with Generali Italia

- Three main areas of collaboration between Banca Generali, Generali Italia and its subsidiary Alleanza to mutually strengthen value proposition to clients
- Partnership aims at increasing client service, exploiting business opportunities within current client base and further strengthening clients' retention









Banca Generali's key priorities in any transaction that involves the bank directly or indirectly...

- We are the most important pure player in wealth management in Italy with a clear purpose: to protect and value the savings and investments of our clients.
- Quality of service, innovation and sustainability are paramount, as well expressed in the Bank's Vision and are the pillars of our past and future choices
- The extraordinary results achieved are due to the long lasting relationship between clients and financial advisors, our trusted professionals who represent the most important asset of our Bank
- Banca Generali is a 'People Business' and the success of any transaction depends on the respect of all the people who contribute to the growth of the Bank
 - For us it is of foremost importance to represent the interests of all our shareholders who have placed their trust in the Bank and in the management team over the years.

... to deliver consistent, profitable and remunerative growth



To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

- Financial Back-up
- Banca Generali at a Glance
- Key Projects
- Sector Data

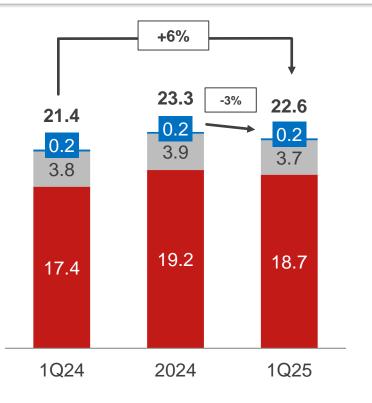




FOCUS ON BG FUND MANAGEMENT LUXEMBOURG (BG FML)

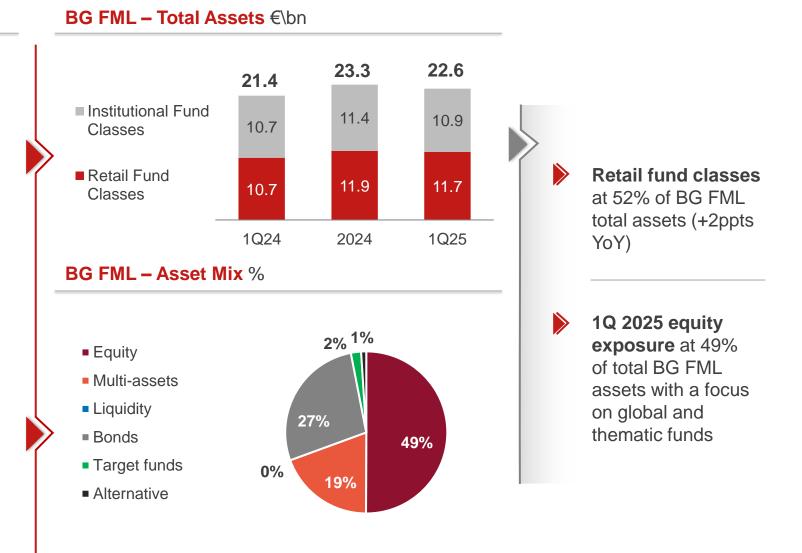


BG FML - Assets by SICAV €\bn



BG Alternative/Private Markets
 BG Selection/Collection

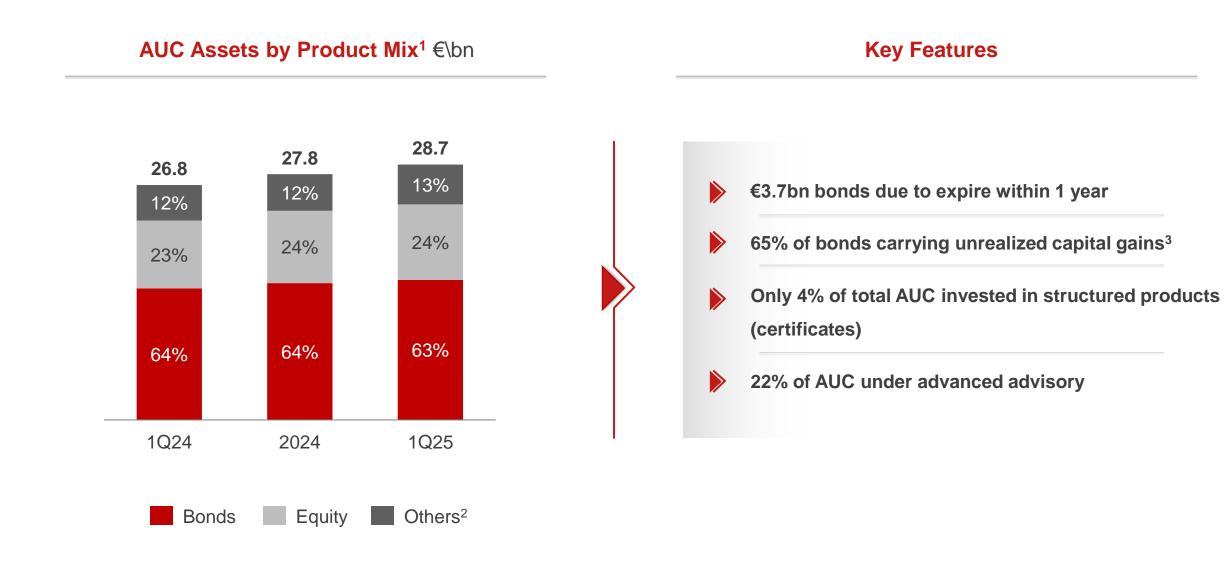
LUX IM





FOCUS ON AUC ASSETS LARGE EXPOSURE TO LIQUID AND IN PROFIT BONDS







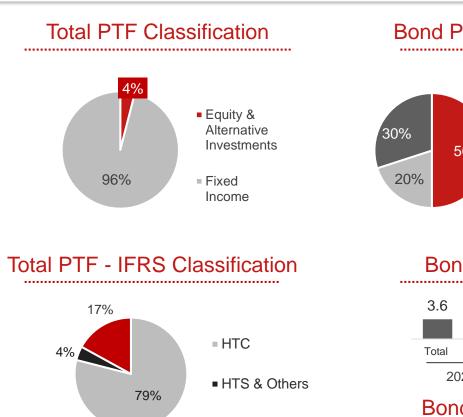


FOCUS ON FINANCIAL ASSETS HIGH QUALITY OF ASSET MIX IMPROVED FURTHER

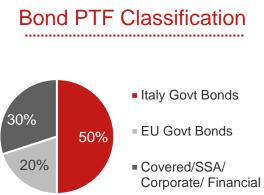
Teleborsa: distribution and commercial use strictly prohibited



Focus on Financial Assets (Banking Book)



	HTCS
Fixed rate bonds (bond portfolio	



Bond PTF Maturity 3.7 1.2 1.0 HTCS Total HTCS 2024 1Q25 Bond PTF Duration 1.3 1.4 0.7 0.8 Total HTCS Total HTCS 1Q25 2024

Financial assets are high quality and well diversified:

- 99% of the bond portfolio is made up of investment grade securities
- 41% of the bond portfolio is rated \geq A-
- Italy govt bonds represent 50% of total
- **Limited P&L volatility** since most financial assets are accounted at HTC (79% of total)

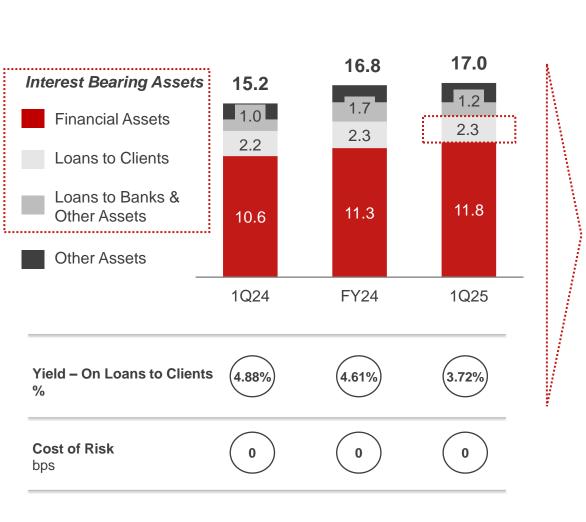
Duration and maturity little changed



Teleborsa: distribution and commercial use strictly prohibited

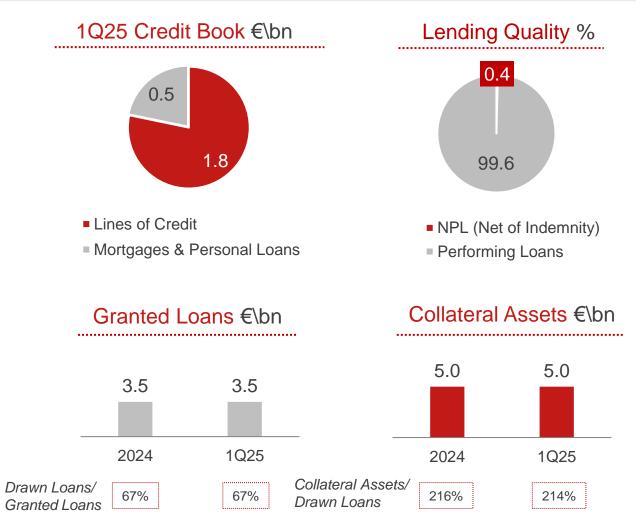






Total Assets and Interest Bearing Assets €\bn

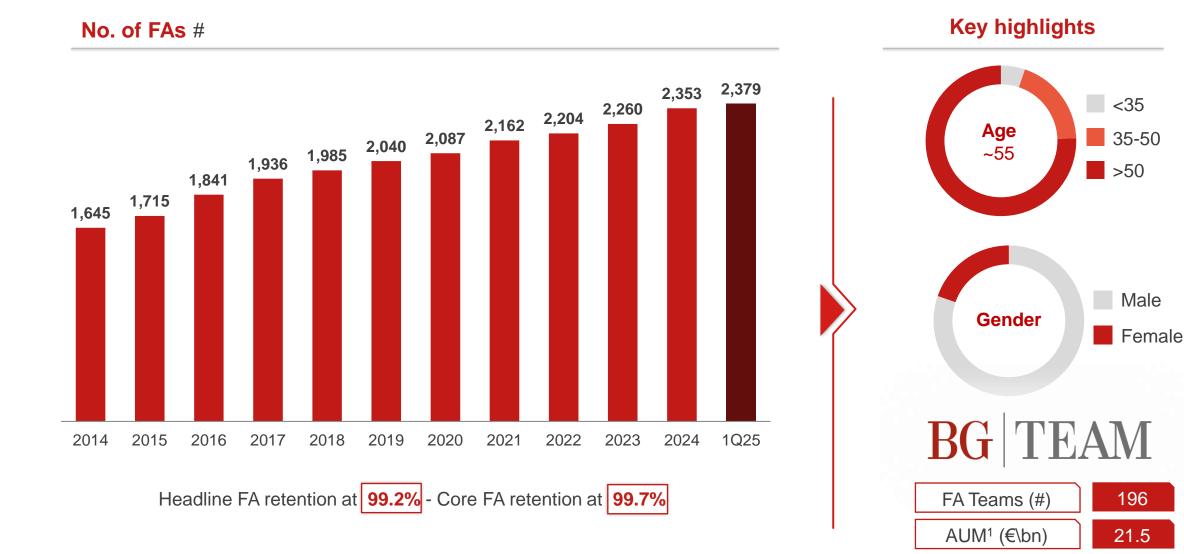
Focus on Loan Book (Banking Book)





FOCUS ON FINANCIAL ADVISORY NETWORK (1/2) SIZE OF THE NETWORK AND KEY FEATURES



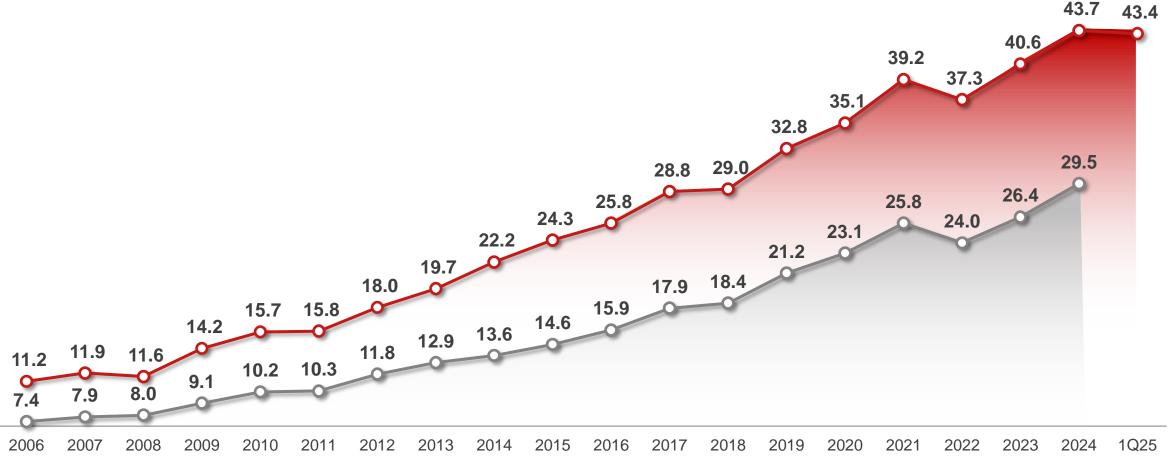




FOCUS ON FINANCIAL ADVISORY NETWORK (2/2) WIDENING THE GAP WITH THE REST OF THE INDUSTRY

Average Assets per FA €\m







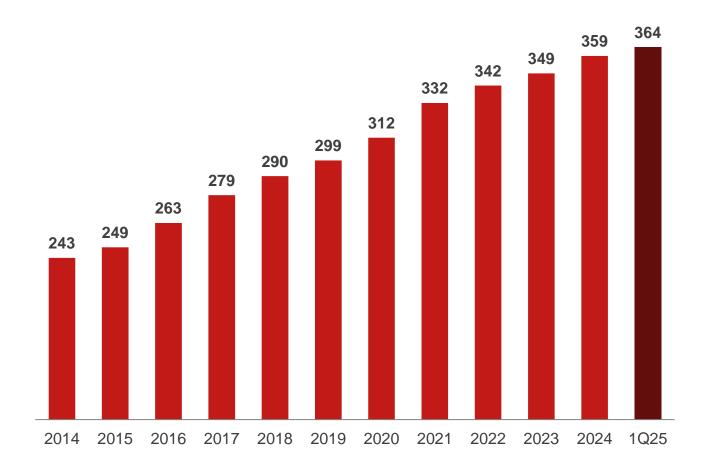
sdir storage

CERTIFIED

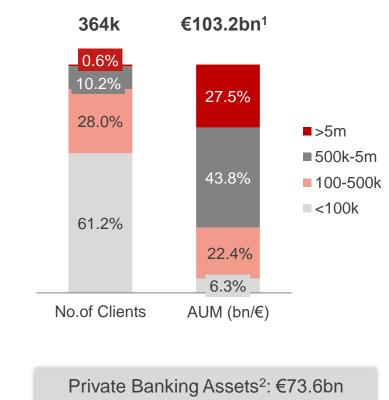
FOCUS ON CLIENTS TREND AND KEY FEATURES



Total No. of Clients '000



Breakdown by Cluster of Clients



Private Banking Clients: >39k



To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

- Financial Back-up
- Banca Generali at a Glance
- Key Projects
- Sector Data













One of the fastest-growing asset gatherers in Europe¹ and #3 player in the Private Banking space in Italy²

Capital-light business model, leveraging on a Network of 2,379 **Financial Advisors ranked at the top of the industry**³ by quality and productivity

Frontrunner in introducing an **open architecture business model** in Italy, Banca Generali also relies on an **open banking approach** to leverage the best partners over time

Several times awarded Best Private Bank in Italy⁴ and Best Financial Advisor Network by Customer Satisfaction⁵

Controlled by **Assicurazioni Generali** with a stake of **50.2%**, Banca Generali recorded Total Return Rate of +1160%⁶ since its listing on the **Italian Stock Exchange** in November 2006

Awarded Best Sustainable Private Bank in Italy⁷ and included in Sustainalytics' 2024 ESG Top-Rated Companies List

International footprint with a consolidated presence in Luxembourg and a growing one in Switzerland







Vision

To be the **No. 1 private bank**, unique by **Value of Service**, **Innovation** and **Sustainability**

Mission

Trusted professionals always by the **Client's side**, developing and looking after their life plans

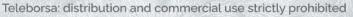
Purpose

To protect and **improve the lives of people** and businesses by enhancing the **management of their assets and savings** **Banca Generali's dynamism** - The fastest growing¹ company in Italy over last 10 years with a unique business model centered around a wealth management approach, a focus on top rated distribution network and a capital light business model

Assicurazioni Generali's heritage - Banca Generali can leverage on the financial strength and solid reputation of Assicurazioni Generali, one of the leading insurance groups at European level with a group credit rating (A) above country level (BBB)

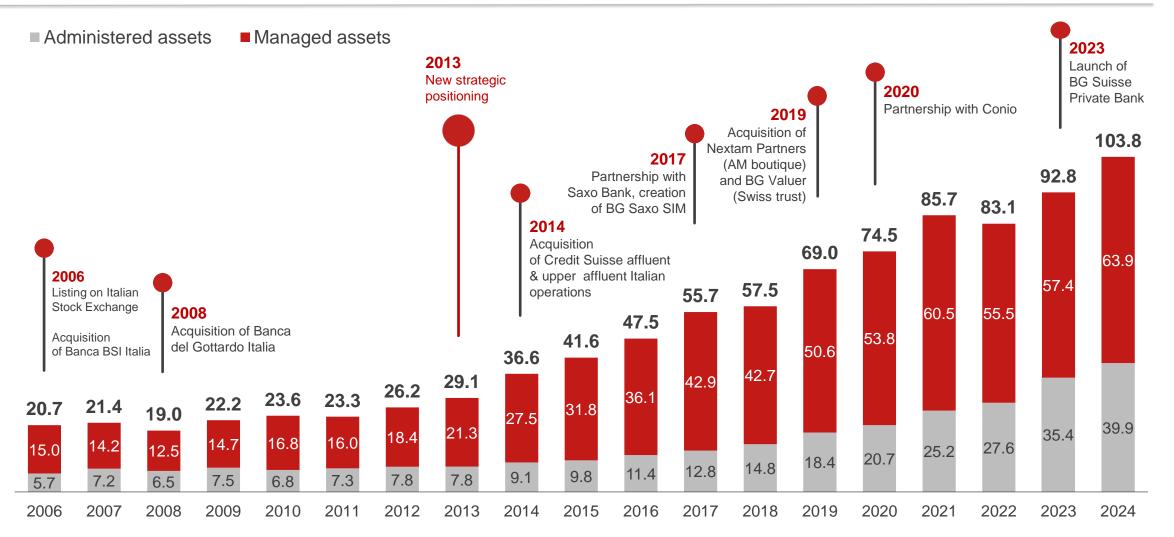


Teleborsa: distribution and



BANCA GENERALI'S KEY MILESTONES A YOUNG AND FAST-GROWING COMPANY

Total Client Assets €\bn



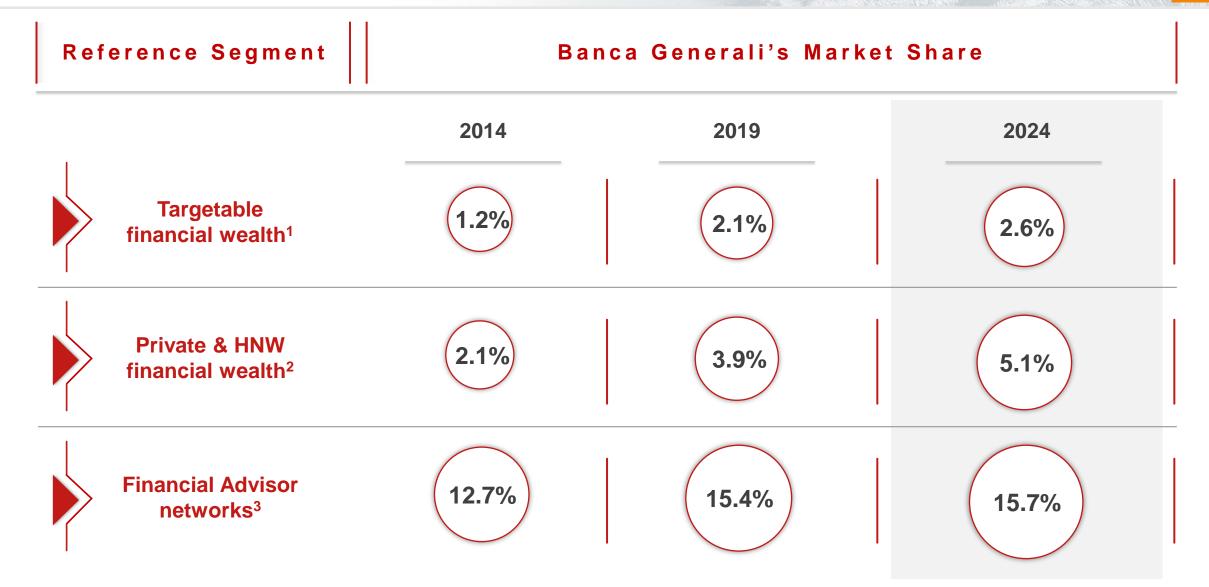


emarket

CERTIFIED

BANCA GENERALI'S MARKET SHARES BG HAS SUCCESSFULLY GROWN ITS SHARE ACROSS ALL SEGMENTS



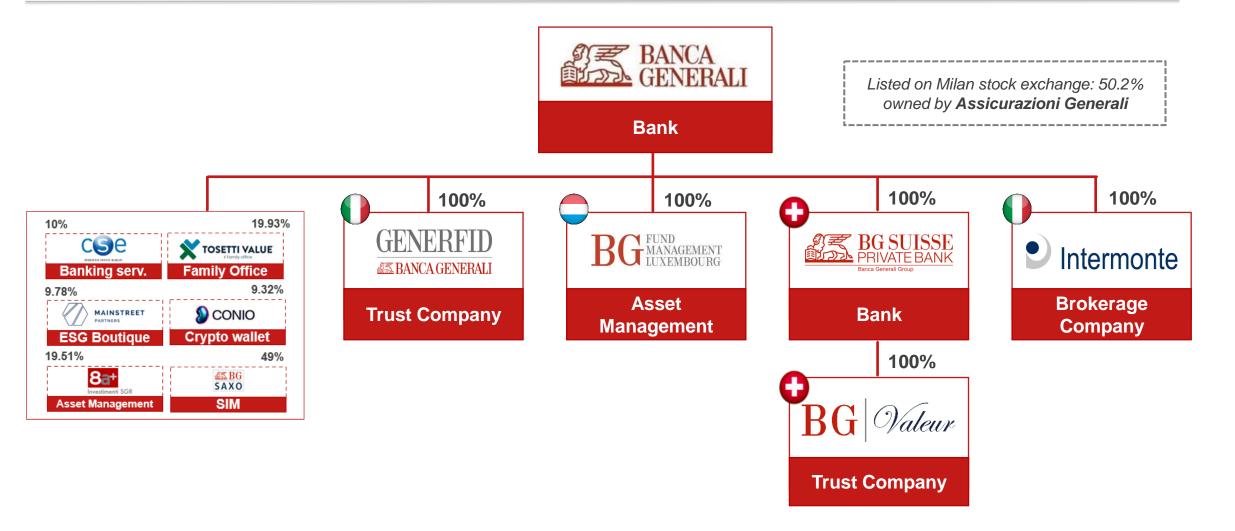






emarket sdir storage CERTIFIED

Company Structure

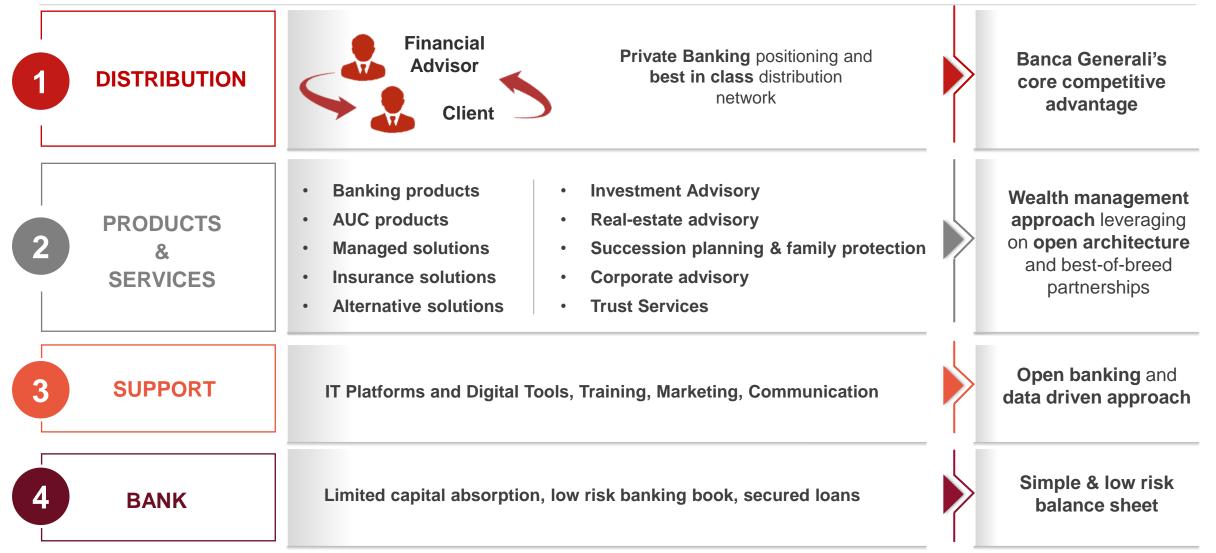




BUSINESS MODEL FOCUSED ON GROWTH AND LEVERAGING ON FLEXIBILITY

certified

Banca Generali's Business Model





BG'S FAs AT TOP RANKING IN THE INDUSTRY BOTH IN TERMS OF POSITIONING AND PRODUCTIVITY

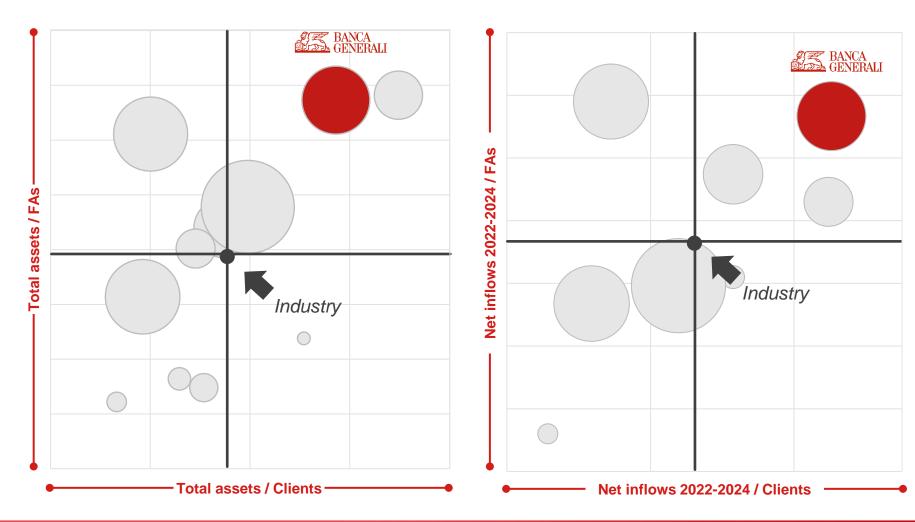


Positioning vs Industry

FA networks by total assets per capita: FAs vs Client

Productivity vs Industry

FA networks by net inflows per capita: FAs vs Clients



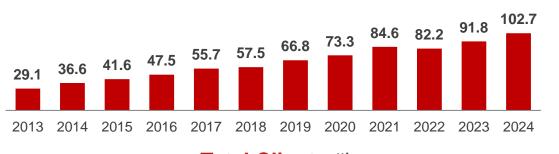
- Banca Generali **ranks at the top of FA** networks, by:
 - Positioning avg. size of assets for Financial Advisors and Clients;
 - Productivity avg. net inflows per Financial Advisor and Clients



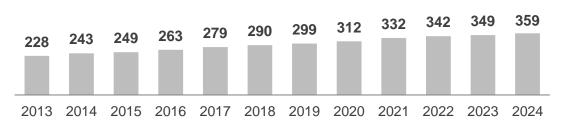
BG RANKING #4 IN FA NETWORKS IN ITALY STRONGEST INCREASE IN ASSETS OVER THE LAST 10 YEARS



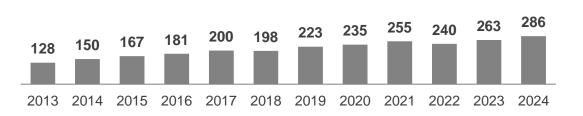
Banca Generali - Total Assets (Assoreti)¹ €\bn



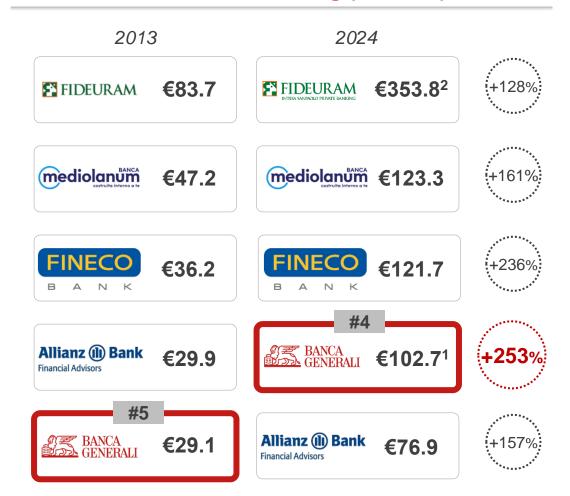
Total Clients #k



Assets / Clients €/k



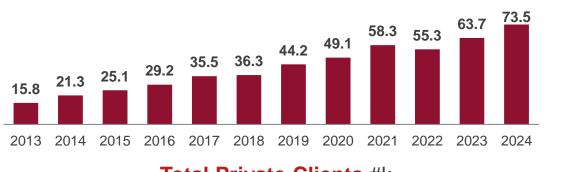
FA Network Sector Ranking (Assoreti) €\bn



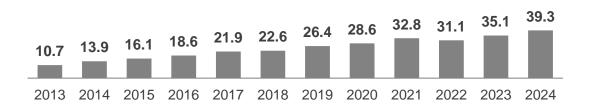
BG RANKING #3 IN PRIVATE BANKING IN ITALY SUCCESSFUL STRATEGIC REPOSITIONING STARTED IN 2013

emarket sdir storage CERTIFIED

Banca Generali - Private Banking Assets¹ €/bn



Total Private Clients #k



Private Assets / Private Clients €/m

1.47	1.53	1.56	1.57	1.62	1.61	1.68	1.72	1.78	1.78	1.82	1.87	
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	

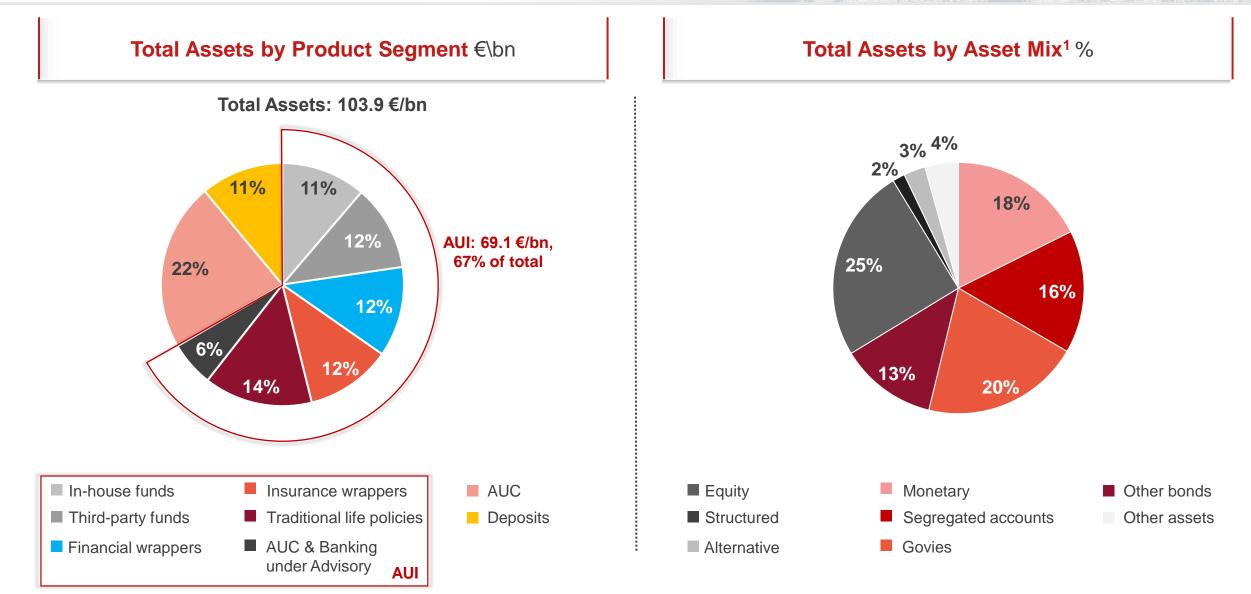
Private Banking Sector Ranking (Magstat²), €/bn



2 BG DIVERSIFIED CLIENT PORTFOLIO ALLOWING A TAILOR-MADE VALUE PROPOSITION

Teleborsa: distribution and commercial use strictly prohibited







2 WEALTH MANAGEMENT APPROACH SUPPORTED BY A WIDE RANGE OF PREMIER PARTNERSHIPS

certified

Partnerships with Leading Service Providers

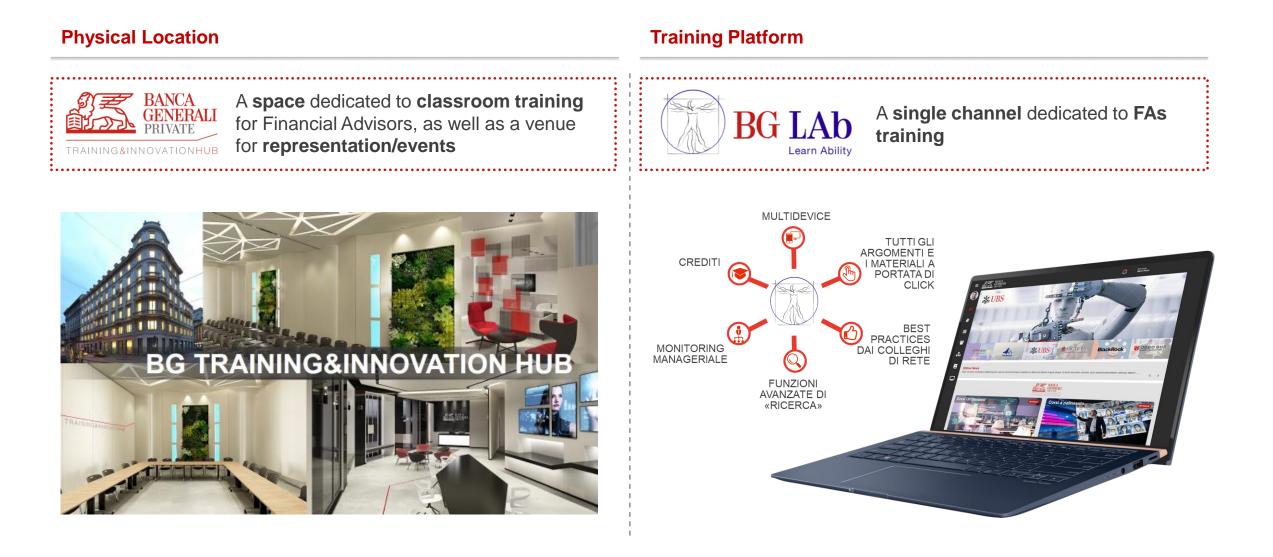


An Advanced Advisory model to address financial and non-financial needs of our Clients and their families



TRAINING SUPPORT APPROACH COMBINING PHYSICAL AND DIGITAL







To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

- Financial Back-up
- Banca Generali at a Glance
- Key Projects
- Sector Data







emarket sdir storog CERTIFIED

Data-driven Bank

Continue to build a data-driven, digital and open bank

International expansion Accelerate business expansion in Switzerland

Intermonte integration

Further enhance Banca Generali's distinctive value proposition

Sustainability Be the ESG reference point for all our Stakeholders









Unrivalled source of direct data collection for financial companies amid growing market regulation (GDPR/AI Act)

State-of-the-art data architecture in cloud (AWS) with reference to data collection, data governance and data management with a single view of data within the entire organization

Great focus on usage of data to enhance business development and increase the FAs network productivity (both of the bankers and managers)

Scoring of client potential dashboard launched in 2023 with reference to Clients, a powerful tool which provides business insights based on significant events in client life



SCORING OF POTENTIAL (2/3) EXPLOITING DATA TO POWER THE COMMERCIAL PROCESS

BANK

Provide the FA network with engagement Foster collaboration between Cloud architecture in place ideas to stimulate commercial process Bank and FA network Client **Banker** District Score of Score of district FA Π potential potential 45% 50° 6 9.9.8 9.79 Family FA Portfolio size District Σ potential (~) Ť group performance vs # of performance of local Clients FAs 0-0 • 0 (00) Σ potential \odot Network FA District Manager of FA's Clients skills¹ of relations wealth attitudes P (4-1 P Benchmark FA Benchmark Competitors' ホホ Benchmark vs vs Client peers attitude² vs FA peers footprint similar districts

> DIGITAL **PLATFORMS**



emarket sdir storage

CERTIFIED

Score of

potential

Share

of wallet

Wealth

wealth

prospects¹

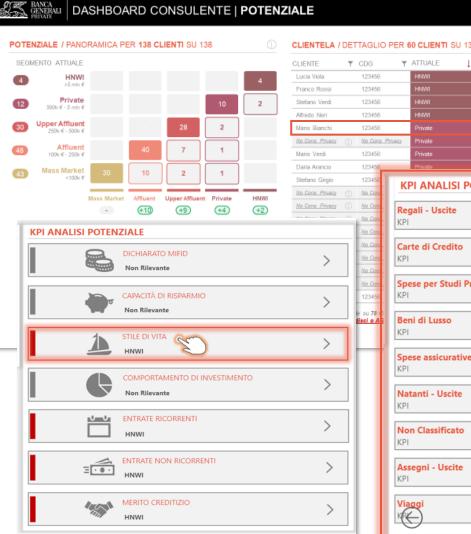
Non financial

Client

SCORING OF POTENTIAL (3/3) FIRST TOOL FOR SCORING CLIENT POTENTIAL

Teleborsa: distribution and commercial use strictly prohibited





			Luca Rossi		
ER 6	OCLIENTI SU 138			💶 🛃 🕕	
T	ATTUALE 🗼 🕇	POTENZIA	LE T	T	
	HNWI	HNWI		~	
	HNWI	HNWI		~	
	HNWI	HNWI		~	
	HNWI	HNWI		~	
	Private	HNWI		道	
847	Private	HNWI		道	
	Private	Private		~	
	Private	Private		J	
KF	PI ANALISI PO	TENZI	NE - STI	E DI VITA	
-					
Rec	jali - Uscite		16.000,0		HNWI
KPI			Valore		Segmento
					-
Car	te di Credito		180.686,	85	HNWI
KPI			Valore		Segmento
	ese per Studi Pro	fessi	24.034,94	4	Private
KPI			Valore		Segmento
-					
	ni di Lusso		25.800,0		HNWI
KPI			Valore		Segmento
Cme			277 950	07	HNWI
KPI	ese assicurative		277.850,0 Valore		Segmento
					orginento
Nat	tanti - Uscite		4.003,0		HNWI
KPI			Valore		Segmento
No	n Classificato		575.002,	78	HNWI
KPI			Valore		Segmento
	egni - Uscite		69.000,0		Private
KPI			Valore		Segmento
Via	agi		82.622,5	9	HNWI
KDY	_)		Valore		Segmento



First proprietary tool for scoring client potential (fully developed in-house)

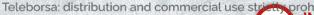
Data enrichment and analysis based on PSD2 and machine learning techniques to improve client profiling

Commercial approach co-designed with FA Network to identify **databased value proposition** in order to develop relationship with clients



Continuous monitoring of results and subsequent overall **approach calibrations**





EXPANSION IN SWITZERLAND (1/3) MAIN HIGHLIGHTS





Large targetable market estimated at ~140 €\bn, of which:

- 80 €\bn¹ represented by potential assets referring to Italian clients
- 60 €\bn¹ represented by targetable assets to be managed onshore in Switzerland

Opportunity arising from change in regulation, ongoing sector consolidation and overwhelming presence of 'traditional' business models

Launch of disruptive business model through a challenger Bank ("BG Suisse") with digital mindset, no IT legacy, strong brand and leveraging on:

- 1. Two growth engines: clients in Switzerland (onshore) and clients in Italy (offshore) in need of diversification of their booking centers
- Up and running reporting and investment infrastructure internally developed by Banca Generali (BG International) providing a view on aggregated wealth (Italy + Switzerland)



BG SUISSE PRIVATE BANK (2/3) TARGET MARKETS AND MODEL



CLIENTS MANAGED IN SWITZERLAND

- > Onshore clients in Ticino
- Onshore clients in the rest of Switzerland
- Clients resident in selected other countries already with a custody account in Switzerland or looking for one

CLIENTS MANAGED IN ITALY

- BG clients with need for diversification in terms of booking centers
- BG clients and new clients that already have Swiss AUM at third banks (growth opportunities)

Target Model

Target

Clients



Custody and private banking services







EXPAN

CH operations	KPI	Target
	2024 Total Assets €\bn	€1.4bn o/w booking center: €0.3bn o/w managed and advisory: €1.1bn
Banca Generali Group	2025 Total Assets €\bn	€2.0-2.5bn by year-end
SS BG Valeur +	New Recruits of Swiss Bankers #	New 20-30 private bankers in BG Suisse for the 2024-2026 period



INTERMONTE INTEGRATION (1/5) MAIN HIGHLIGHTS



Intermonte is an independent Brokerage Company (SIM) with >30 years of experience in the Italian market and a focus on the small/mid caps

It mainly operates in two areas, supported by an Equity Research team:

- Negotiation, Trading and Derivatives (~70-75% of Group revenues) with distinctive skills in equity and ETFs
- Investment Banking area (~25-30% of Group revenues), which provides ECM/DCM activities and M&A / Corporate Advisory

BG launched a Voluntary Tender Offer in cash for 100% of Intermonte's shares at an offer price of €3.04 p.s.

Following an **acceptance rate of 95.332%**, Intermonte was delisted on 5 February 2025 and is going to contribute to the Group's results



emarket

INTERMONTE INTEGRATION (2/5) STRATEGIC & FINANCIAL RATIONALE

Teleborsa: distribution and commercial use strictly prohibited INTERN CERTIFIED

The transaction aims at internalizing market-recognized capabilities and proven track records that would be difficult to replicate in-house in order to enhance and differentiate BG's network positioning

Compelling strategic and industrial rationale

Insourcing strategic skills in trading, derivatives and investment banking in order to further enhance Banca Generali's value proposition

Increasing the loyalty of Clients and Bankers by improving Network support and expanding its offering, thus ensuring customized services to satisfy the needs of HNW / entrepreneurs



Attractive financial profile

- Sizeable revenue synergies spread across key business lines leading to an estimated return on investment (ROI) higher than the bank's own cost of capital
- Dividend policy expected to remain unchanged given that Banca Generali's high capital ratios will easily absorb Intermonteinduced capital requirements (≤ 3ppts)



COMPELLING INTEGRATION BENEFITS (3/5) BROKERAGE & MARKET MAKING

Teleborsa: distribution and commercial use strictly prohibited



Business Opportunities



Leveraging on trading expertise and dedicated Research and Advisory Activity around Equities, ETFs, Derivatives

Internalizing margins on Banca Generali's negotiation flows (i.e. market-making on ETFs and cash equities and derivatives)

Delivering tailor-made overlay solutions with option strategies

Equity/ETF/Derivatives Trading – Powered Value Proposition

	Company, Sector, Macro research	Equity/Derivatives/ETF advisory	Equity brokerage	ETF brokerage	Derivatives brokerage
BANCA GENERALI (AS IS)	0	O			C
BANCA GENERALI Intermonte (TO BE)					
Key features	 Research capabilities on Italian and European stocks with a focus on SMEs (95% of total IT market cap) Macro analysis on Italy 	 Active strategic advisory on Italian equities, corporate bonds and derivatives through the Websim platform 	 Primary market making on 50+ ITA stocks Volatility Spread Trading Basket trading Algorithmic trading on EU and US markets 	 ETF & ETC brokerage Market making on ETFs 	 Primary market making for options and futures on single stocks and FTSE-MIB index options



COMPELLING INTEGRATION BENEFITS (4/5) STRUCTURED PRODUCTS

Teleborsa: distribution and commercial use strictly prohibited

INTERN CERTIFIED

Business Opportunities

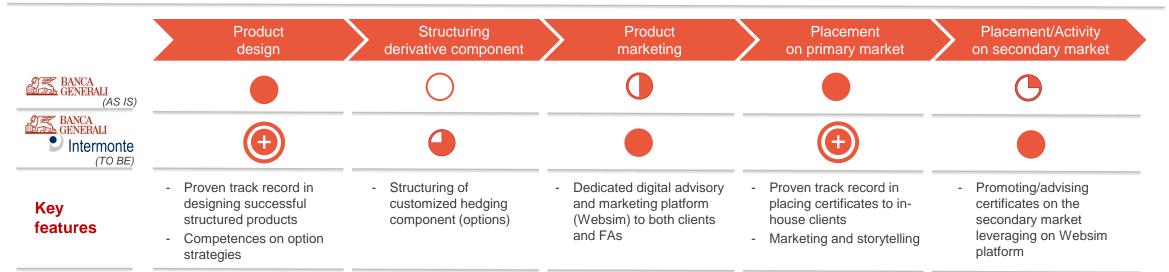


Leveraging Intermonte's derivatives desk to internalize the **derivative component of structured products**

Further push on **enriching the offer with advice and brokerage of structured products** also **on the secondary market**

Exploiting Intermonte's digital platform (Websim) to attract new clients

Structured Products - Value Chain





COMPELLING INTEGRATION BENEFITS (5/5) INVESTMENT BANKING

Teleborsa: distribution and commercial use strictly prohibited

INTERN CERTIFIED

Business Opportunities



Further differentiating Banca Generali's proposition to attract senior FA profiles, expanding the proposition for entrepreneur-clients and approaching new client segments

Cap gend

Capturing a client segment (entrepreneurs and SMEs) exposed to the megatrend of **generational wealth transfer** and the associated **liquidity events**

Capitalizing on current regulatory trends and on government support to enhance the SME capital market

Investment Banking – Service Upscale











First year application of **Sustainability Statement** pursuant to Directive (EU) 2022/2464 (Corporate Sustainability Reporting Directive – CSRD)

New double materiality analysis identified 9 material topics reflecting Banca Generali's ESG priorities

Sustainability fully incorporated into our governance structure - ESG integrated in the Managing Committee and in all Board Committees - and risk management framework

New Climate Transition Plan approved at the beginning of 2025 with intermediate targets to reach Net Zero by 2040

Ongoing focus on developing human capital with >70k employee training hours and >143k FA training hours

Several recognitions by the most relevant ESG rating agencies. Among others, awarded top ranking company among "Diversified Financials" by Sustainalytics





NEW SUSTAINABILITY REPORTING (2/7) RESULTS OF DOUBLE MATERIALITY ANALYSIS





Entity-Specific Disclosures

Wealth Protection and Value of Service

- Protection of clients' wealth
- Attention to the quality and accessibility of the service provided
- Business opportunities in generational transition



NEW SUSTAINABILITY REPORTING (3/7) ENVIRONMENTAL DISCLOSURES



Most Relevant Topics



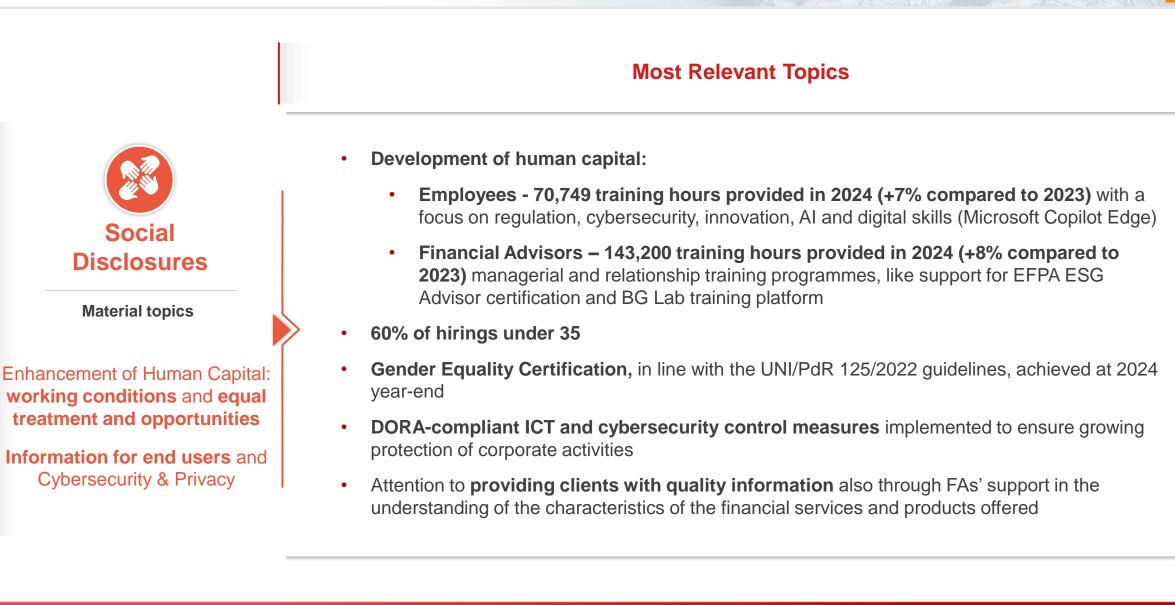
Material topics

Climate change mitigation Climate change adaptation

- **Climate Transition Plan** approved at the beginning of 2025, with interim and long-term decarbonisation levers and targets to be reached by 2030 and 2040:
 - Investments:
 - Coal phase-out by 2030
 - Reduction of the investment carbon footprint by 55% by 2030 compared to 2019
 - Net-zero target by 2040
 - Operational activities:
 - Medium-term target of Scopes 1 and 2 GHG emissions reduction by 40% compared to 2019
 - Net-zero target by 2040 for Scopes 1 and 2 GHG emissions
- **Disclosure pursuant to the EU Taxonomy Regulation 2020/852**, based on a strengthened framework and dataset



NEW SUSTAINABILITY REPORTING (4/7) SOCIAL DISCLOSURES





emarket

CERTIFIED

NEW SUSTAINABILITY REPORTING (5/7) GOVERNANCE DISCLOSURES



Most Relevant Topics

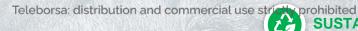
- Banca Generali aims at actively contributing to economic and social development based on respect for human rights, professional ethics and business transparency
- Within this context, **anti-corruption and bribery**, a **good business conduct** and the **protection of whistleblowers** were identified as material topics with regard to governance
- To this extend, a **wide range of internal policies, documents and procedures** have been implemented:
 - AML/CTF/IS Policy
 - Annual Anti-Financial Crime Report
 - Whistleblowing Policy
 - Annual Report on the proper functioning of the whistleblowing system
 - Anti-Bribery & Corruption Policy
 - Ethical Code for Suppliers of the Generali Group





Material topics

Corruption and bribery Business conduct Protection of whistleblowers



NEW SUSTAINABILITY REPORTING (6/7) ENTITY-SPECIFIC DISCLOSURES



Most Relevant Topics

Entity-specific Disclosures Wealth Protection and Value of Service

Material topics

Attention to the quality and accessibility of the service provided

Protection of clients' wealth

Business opportunities in generational transition

- Wealth protection linked to: i) **quality of products**, designed also to best manage the generational wealth transfer, ii) **service innovation**, thanks to the development of advanced advisory platforms
- **Digitalisation** seen as a key asset digital collaboration and the qualified electronic signature are essential in managing the FA-client relationship
- Key metrics¹ to monitor the value of the service offered:
 - Avg assets per FA at €43.7m (+7.5% compared to 2023)
 - Avg net inflows per FA at €2.8m (€2.5m in 2023)
 - Avg duration of contractual relationship exceeding 12 years (11.8 years in 2023)
 - Number of clients with at least four products at 24% (23.77% in 2023)
 - Number of dematerialized investment transactions per month at 60,000, for a total amount of around €15.7bn



ESG RATINGS (7/7) TRENDS & MAIN IMPROVEMENTS



Key ratings

BB - BB

S&P Global CSA Score 202

• All from the second states of a low most state the state of the two second states are states and states are states and states are states and states are states and states are states.

65 /100

2016

2019

2021 2022 2023

2024

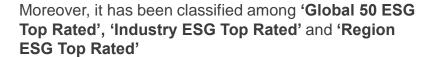
2017 2018 2019 2020 2021 2022 2023 202

A A A

9.2 7,8 6,1 9.09



- In 2024, Banca Generali received a **rating of A** (on a scale of AAA-CCC) in the MSCI ESG Ratings assessment
- In 2025, Banca Generali SpA received an **ESG Risk Rating of 9.09 (Negligible level of risk).**



- Banca Generali scored 65 (out of 100) in the S&P Global Corporate Sustainability Assessment (CSA Score date: 27/11/2024)
- Based on 2024 score, Banca Generali SpA was included in the S&P Global Sustainability Yearbook 2025
- In September 2024, Banca Generali's overall ESG Score was upgraded from 62 to 67/100-Advanced
- The rating confirms the inclusion of Banca Generali in the MIB ESG
 Index
- In July 2024, Standard Ethics confirmed the "EE+ Very Strong" Corporate Standard Ethics Rating (SER) of Banca Generali, with a stable 12-month outlook

EEE	EEE-	EE+	EE	EE-	E+	E	E-	F
Full	Excellent	Very strong	Strong	Adequate	Non-compliant	Low	Very Low	Lowest level



REGIONA

MSCI

ESG RATINGS

MSCI Scores

On a scale from CCC to AAA

MORNINGSTAR SUSTAINALYTICS

Sustainalytics

S&P Global

S&P Global

On a scale from 100 to 0

On a scale from 0 to 100

Moody's ESG

On a scale from 0 to 100

Standard Ethics On a scale from F to EEE

Solutions

standard

ethics *

To be the No.1 private bank, unique by value of service, innovation and sustainability

1Q 2025 Financial Results

Balance Sheet & Capital Ratios

Net Inflows, Assets and Recruiting

Business Update and Closing Remarks

Annex

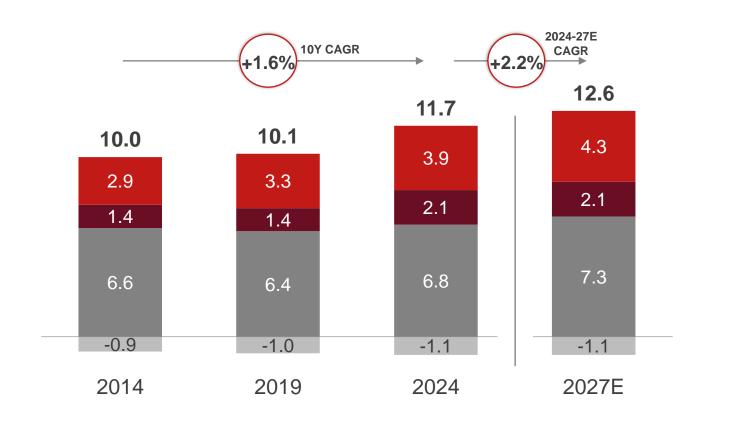
- Financial Back-up
- Banca Generali at a Glance
- Key Projects
- Sector Data





TOTAL ITALIAN HOUSEHOLD WEALTH AT A GLANCE

Italian Household Net Wealth €\tn



Financial debt

Financial wealth - other

- Real estate assets
- Financial wealth targetable (TAM)

- Italian Household Wealth, one of the largest in Europe
- 2024 Financial Wealth at €6.0 trillion o/w €3.9 trillion regarded as Targetable Financials Assets
- High yet declining exposure to real estate assets (from 66% in 2014 to 58% in 2024)
 - One of the lowest household financial debt in Europe

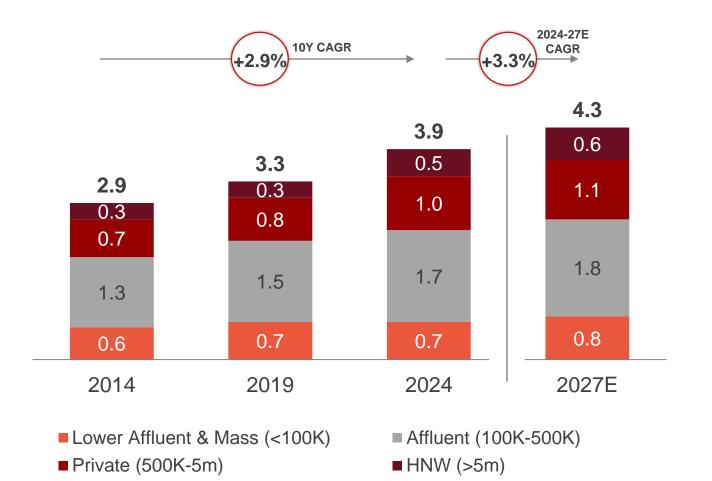


emarket

certified

TOTAL ADDRESSABLE MARKET (1/3) BY CLIENT SEGMENTATION

Total Addressable Market (TAM) by cluster of clients €\tn



Private & HNW households wealth expected to remain the fastestgrowing segment (+4.8% 2024-27E CAGR)

- Aging population and wealth transfer needs growing relevance
- Increasing search for holistic advisory on both financial and nonfinancial wealth

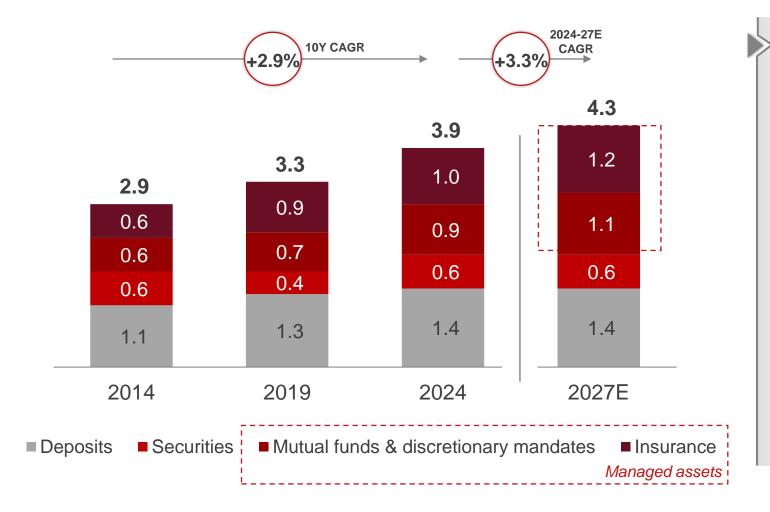


emarket

certified

TOTAL ADDRESSABLE MARKET (2/3) BY PRODUCT MIX

Total Addressable Market (TAM) by product mix €\tn



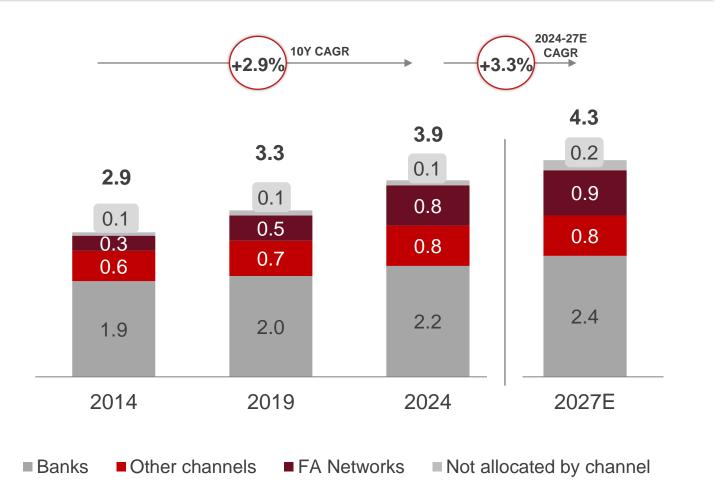
- Still inefficient household asset allocation with large **cash holdings**
- Increased market volatility and product complexity expected to further grow demand for professional investment advice
 - Managed assets expected to continue grow well above average (+5.4% 2024-27E CAGR)

emarket

sdir storage

TOTAL ADDRESSABLE MARKET (3/3) BY DISTRIBUTION CHANNEL

Total Addressable Market (TAM) by distribution channel €\tn



- **Financial Advisors** expected to further gain market share over traditional banking industry
- Financial Advisors proved as better suited to provide a **tailor-made service** (no of clients/FA)

 \mathbf{b}

 \triangleright

- More appealing value proposition compared to traditional banking industry expected to drive FAs industry's growth further
- Ongoing banking sector consolidation expected to provide more growth opportunities

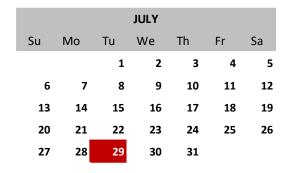


emarket

certified

2025 UPCOMING EVENTS



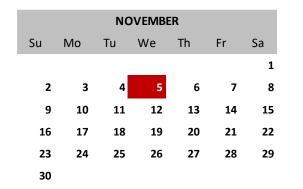


1H 2025 Results Conference Call

Investor Relations Contacts

Giuliana Pagliari Investor Relations Manager Phone +39 02 408 26548 Mobile +39 331 65 30 620

E-mail: giuliana.pagliari@bancagenerali.it E-mail: investor.relations@bancagenerali.it



9M 2025 Results Conference Call

Corporate Website www.bancagenerali.com







The manager responsible for preparing the company's financial reports (Tommaso Di Russo) declares, pursuant to paragraph 2 of Article 154-bis of the Consolidated Law of Finance, that the accounting information contained in this presentation corresponds to the document results, books and accounting records. T. Di Russo, CFO

Certain statements contained herein are statements of future expectations and other forward-looking statements.

These expectations are based on management's current views and assumptions and involve known and unknown risks and uncertainties.

The user of such information should recognize that actual results, performance or events may differ materially from such expectations because they relate to future events and circumstances which are beyond our control including, among other things, general economic and sector conditions.

Neither Banca Generali S.p.A. nor any of its affiliates, directors, officers employees or agents owe any duty of care towards any user of the information provided herein nor any obligation to update any forward-looking information contained in this document.

