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PRESS RELEASE

Generali launches an upgraded customer portal for online management of insurance products

Generali Insurance AD, one of the leading insurance companies in Bulgaria, launches its upgraded customer portal – *“My Generali”*, which allows all customers to pay installments and renew their insurance policies, entirely online. The portal and the application are developed by the technology company Software Group and are in line with Generali digitalization strategy.

All Generali existing customers who have a Casco, Third Party Liability, Home Property or Automobile Care package can now manage their insurance portfolio in real time through the intuitive online portal. The project is a part of an innovative platform for sales and management of insurances through digital channels, developed by Software Group, a key element in the strategy GENERALI 2021 of the leading insurance company.

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“My Generali” is a unique and innovative solution for our customers in order to optimize processes and bring higher satisfaction. We believe that, for our customers, the portal “My Generali” will be extremely convenient and will satisfy their needs for fast and secure online service under their insurance contracts” said Radoslav Dimitrov, ClnsO and Member of the Management Board of Generali Insurance AD.

The users of the portal can make online payments that follow Visa and Mastercard security standards.

„The COVID-19 pandemic has made the digitalisation of insurance services absolutely necessary and has accelerated the change in consumers’ attitude and behavior, which will have a lasting effect on the industry. We are happy to partner a company such as Generali in the field of digital transformation and help one of the leading insurers in our country to provide their customers with fast, convenient and efficient service in the new digital world” said Kalin Radev, CEO of Software Group.

In the next phases of the project, will be implemented functionalities, that allow the purchase of policies through the online portal and through the mobile application, payment via ePay and the possibility for customers to file claims and track their status as well.

THE GENERALI GROUP

Generali Insurance AD is one of the leading insurance companies in Bulgaria and is part of **Generali Group**.

Generali is one of the largest providers of insurance and asset management services worldwide. Established in 1831, it is present in 50 countries in the world, with a total premium income of more than € 69.7 billion in 2019. With nearly 72,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali’s ambition is to be the “Life-time Partner” to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network. In Austria, Central and Eastern Europe and Russia the Group operates through its Austria, CEE & Russia Regional Office (Prague) being one of the top three insurers in the Region.

“Generali Insurance” AD is a company, which Headquarters is situated in Sofia, N 68 Knyaz Alexander Dondukov Blvd., Republic of Bulgaria, UIC 030269049. The entity holds a license for carrying out insurance activities, pursuant Decision No.1 of the National Insurance Council, dated 26/03/1998. “Generali Insurance” AD is a part of Generali Group, registered under No. 26 in the Register of Insurance Groups at the Institute of Supervision of Insurance Companies (IVASS) in Italy.



SOFTWARE GROUP

Software Group is a global technology company, focused on the development and offering of digital channels and integration solutions for institutions that offer financial services. Established in 2009, the company operates 9 offices worldwide and has a customer base in over 70 countries. The headquarters is located in Sofia, Bulgaria and the other offices are based in Australia, Egypt, Ghana, India, Kenya, Mexico, USA and the Philippines. Among the company's clients are organizations such as the Bill & Melinda Gates Foundation, MasterCard & MasterCard Foundation, International Finance Corporation (IFC), the World Bank, Asia Development Bank, 7 of the 10 biggest Microfinance networks, Asia Confederation of Credit Unions (ACCU), Allianz Bank Bulgaria, Atlantic Bank, Bank South Pacific, Commercial International Bank Egypt (CIB), etc. For more information: <https://www.softwaregroup.com/>