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PRESS RELEASE

## Generali Employee Benefits Network (GEB) and Bupa Global announce strategic partnership

- GEB and Bupa Global announce partnership to provide international private medical insurance (IPMI) and international employee benefits solutions to new and existing corporate customers
- The new agreement means customers can be assured of consistent and comprehensive IPMI cover, managed within their global employee benefits arrangements

September 30, 2021. London. Today, Generali Employee Benefits (GEB) and Bupa Global announce a strategic partnership to offer “best-in-class” international private medical insurance (IPMI) and global employee benefits solutions to their new and existing corporate customers.

GEB customers will have access to Bupa Global’s quality, expertise, and comprehensive health and wellbeing offering, when and where they need it, across 190+ countries. Bupa Global customers will also have the ability to access global health and benefits solutions provided by GEB’s worldwide network.

The benefits of the partnership include access to in-house healthcare experts 24/7, the ability to access a second medical opinion, a team of multilingual advisors, enhanced mental health benefits, and the ability to include these plans within international employee benefits arrangements.

This agreement builds upon GEB’s existing partnership with Bupa in the UK and reinforces GEB’s commitment to continue to provide customer-focused solutions.

The partnership aligns with Bupa Global’s long-term strategy to drive growth and further strengthen its leadership position in the IPMI market, by expanding its capability to more customers globally.

**Paolo Ribotta, CEO - Generali Employee Benefits**, stated: “We are proud to join forces with BUPA and have the possibility to offer our clients and prospects one of the leading and world-class providers of health insurance and wellness solutions for internationally mobile employees. This is another testament to our strategy to continue to strengthen our network and ecosystem of partnerships and the result of a broader strategic plan that translates our ambition of being Lifetime Partners to our customers. Health & Wellbeing markets will continue to grow and the proposition of companies towards their employees goes in the direction of interpreting wellbeing increasingly in a broader sense. We are focusing on bringing to Internationally Mobile

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*Employees all solutions to their needs, and having the right partners to support us on this path is key.”*

**Sheldon Kenton, CEO for Bupa Global**, said: *“Now more than ever, people are prioritising their health and wellbeing. Our own research from the Bupa Global Wellbeing Index showed that over the past year, nearly half (48%) of senior leaders spent more time focusing on their physical and mental health. We are pleased to enter this agreement with Generali Employee Benefits, which aligns to our strategy to accelerate growth in IPMI and give more customers access to premium healthcare, where and when they need it.”*

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#### **GENERALI**

**Generali Country Italy and Global Business Lines** is the largest unit within the Group, leader in the Italian retail insurance market and amongst the major insurance players worldwide focusing on corporate business. Via its two units, Generali Global Corporate & Commercial and **Generali Employee Benefits (GEB)** it caters for the needs of medium and large businesses by providing flexible, custom-tailored insurance solutions in P&C and Life, health protection, and pension plans to local and expat employees of multinational companies.

GEB is an integrated network that offers services for employees of multinational companies consisting of protection, life and health coverage, and pension plans for both local and expat employees. Located in over 100 countries and with more than 400 coordinated multinational programmes (of which about 44 are captive), GEB is the market leader for multinational companies with a premium volume of € 1.5 billion.

[www.geb.com](http://www.geb.com)

#### **BUPA GLOBAL**

Bupa Global is the premium health insurance arm of Bupa. Established in 1971, it provides individuals, small businesses and corporate customers international coverage with products and services so they can access the healthcare they need anytime, anywhere in the world, whether at home or when studying, living, travelling or working abroad.

Speaking over 60 languages, Bupa Global serves customers across the globe and c.1.5m medical providers are part of its direct settlement network. Offices are located in London and Brighton (UK), Miami and Philadelphia (USA - GeoBlue), Dublin (Ireland), Copenhagen (Denmark), Cairo (Egypt), Dubai (UAE), and Hong Kong (China) as well as regional offices in Mainland China and Singapore.

For more information on all of Bupa Global's world-leading products and services, visit [www.bupaglobal.com](http://www.bupaglobal.com)