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PRESS RELEASE

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Generali Employee Benefits (GEB) Network marks 60 years of Global Leadership in Employee Benefits

- Generali Employee Benefits (GEB) Network, a pioneer in global employee benefits since 1966, celebrates 60 years of innovation, trust, and strategic partnerships.
- The anniversary bridges six decades of global expertise with a bold vision to shape the future of employee benefits, and will feature year-long celebrations, with the GEB Forum 2026 in Venice as the highlight, bringing together clients, partners, and industry leaders to shape the next chapter in employee benefits.

Luxembourg, 13th January 2026 – Generali Employee Benefits (GEB) Network, one of the first players in global employee benefits since 1966, celebrates its 60th anniversary this year, a milestone that reflects a legacy of trust, innovation and strategic partnerships. From its first pooling client in 1968 and its first captive in 2002 to today's presence in 127 countries, supported by 136 network partners and 12 regional offices, GEB has grown into a global leader in employee benefits. It has consistently delivered programmes that empower multinational companies to strengthen risk management and ensure robust benefits governance. GEB forms part of Generali Care, the Generali Group's global B2B2C/E partnerships company encompassing Europ Assistance, Health Services and Insurance Partnerships, which reported revenues of nearly €5.8 billion in 2025.

This anniversary is not only about acknowledging where we've come from and what we've learned and built over the years - it's also about bridging our heritage with the future and the organisation we will become to meet the challenges ahead. As the industry evolves towards flexibility, inclusivity, and digital transformation, GEB remains committed to leading the way.

Employee benefits are transforming into comprehensive solutions that address the health and wellbeing needs of employees, while also managing financial risk for employers, as well as supporting their benefits strategy. It is leading this shift



by investing in AI-powered platforms, and data analytics tools that enhance global reporting capabilities, to provide the foundation for informed decision making by our clients. Looking ahead, GEB remains committed to shaping the future of employee benefits through digital transformation, data-driven insights, sustainability and inclusivity.

The 60th anniversary will feature year-long celebrations, bridging our past, present and future, with a special highlight at the GEB Forum 2026 in Venice, a global gathering of clients, partners, Generali Group and Generali Care leaders and industry experts to explore the next chapter in employee benefits. This event will serve as a **bridge between ideas and opportunities**, reinforcing GEB's role as a connector of people and companies worldwide.

Antoine Parisi, Generali Care CEO, states: “At Generali Care, we’re proud to support GEB to shape the next chapter in employee benefits - bringing care-centred products, advanced analytics and responsible AI to create inclusive, sustainable benefits that help multinationals manage risk and support their people”.

Ludovic Bayard, GEB’s CEO, says: “For 60 years, GEB has been an integral part of the global benefits industry, connecting local insurers and multinational companies, to help them manage risk and support employees on a global basis. This milestone is about more than our past; it is about shaping the future with flexibility, inclusivity and innovation.”

Discover The Brid**GEB**Between: <https://youtu.be/yfceMtkNpoM>

GENERALI EMPLOYEE BENEFITS (GEB) NETWORK

A global Employee Benefits platform that helps Multinational Corporates succeed by protecting and enhancing the physical, emotional & financial wellbeing of their human capital.

As a business line of Generali Group, GEB forms part of Generali Care, the Generali Group’s global B2B2C/E partnerships company encompassing Europ Assistance, Health Services and Insurance Partnerships, which reported revenues of nearly €5.8 billion in 2025. GEB is a leader in global employee benefits solutions, designed for local and expat employees, consisting of physical protection (health, accident and disability), emotional support (e.g. prevention of mental health issues), and financial protection (life and retirement).

Driven by customer service, innovation, and operational excellence, GEB is built on an ecosystem of partnerships to support clients on their Environmental, Social & Governance journey. Its presence is truly global (127 countries) and reliable thanks to 136 trusted local Network Partners, who enable the provision of focused expertise and support to 298 Lifecycle Pooling coordinated multinational programmes, 324 other global solutions and 62 Captive programmes, with a premium volume of €1.643 billion (YE 2024 figures).

The GEB Network operates through 12 Offices worldwide - covering the APAC, EMEA, and Americas regions - coordinated centrally by its Head Office in Luxembourg (Assicurazioni Generali – Luxembourg branch).

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