



Press Release

Amissima Vita becomes Athora Italia, a new phase of growth opens for the company in the Italian life market

Milan, Nov. 14, 2022 - Amissima Vita S.p.A. ("Amissima Vita") announces that today its rebranding to Athora Italia S.p.A. ("Athora Italia") was finalised following the acquisition of the company by Athora Holding Ltd. ("Athora") last August.

The change of company name and brand name represents the beginning of a new and exciting chapter in the history of the company, which for more than 50 years has aimed to meet the investment, savings and protection needs of clients and the distribution partners it works with.

Athora Italia aims to grow significantly in the Italian life market and in particular in bancassurance, which historically represents its main distribution channel.

The strategy will be supported by the commitment of the shareholder Athora Holding Ltd. (Athora or the Group), a leading European group in savings and pension services with €96 billion of Assets under Administration¹. The Group has secured considerable growth in the last five years raising more than over €6 billion of total equity capital and achieving a financial strength rating of A- by Fitch.

Jozef Bala, Managing Director and General Manager of Athora Italia, says, "Today is a very important day for us. The rebranding to Athora Italia amplifies our ambition to grow in the Italian life market and bancassurance in particular. Being part of Athora further strengthens our ability to offer solutions to meet the most important needs of the future for our clients and our distribution partners: protecting their capital from risks, ensuring adequate returns, investing in the future of the loved ones, and ensuring the peace of

¹ The pro forma number comprises AuA at 30 June 2022 for Athora's existing business units and estimated AuA at announcement/completion for the transactions in Italy (completed 1 August 2022), Belgium (completed 3 October 2022) and Germany (subject to completion).

mind of a peaceful retirement. A future full of opportunities awaits us, and I am convinced that we are in the right position to seize them to the fullest."

As part of the rebrand, Athora Italia also unveiled a new content-rich website, www.athora.it, featuring the latest information on its product range and services.

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About Athora Italia S.p.A.

Athora Italia was created following the acquisition of Amissima Vita S.p.A. by Athora Holding Ltd. (transaction finalized on August 2, 2022). Athora Italia is a company projected into the future, with strong ambitions for growth in the Italian life insurance market, but with solid roots: a history that began more than 50 years ago, in 1971, when Norditalia Vita S.p.A. was founded, and more than 30 years of experience in bancassurance. We offer a wide range of insurance solutions to meet, in a comprehensive and innovative way, the personal investment, savings and protection needs of our clients, whom we serve through a network of distribution partners consisting of about 2,200 bank branches, 3,300 financial advisors and private bankers, 150 agencies and partnerships with leading private insurance brokers.

For more information:

www.athora.it / [LinkedIn](#)

About Athora Holding Ltd. ("Athora")

Athora is one of Europe's leading savings and pension services groups. We focus on the broad and attractive market of traditional savings and pension products, with the ambition to be among the leading providers of guaranteed savings and pension products in Europe. We serve the needs of individual and corporate clients who continue to demand products that offer security in returns; we also provide innovative merger, acquisition and reinsurance solutions to other insurers eager to improve their capital position or implement strategic changes. Athora's main entities are: Athora Netherlands N.V. (Amstelveen, the Netherlands), Athora Belgium N.V./S.A. (Brussels, Belgium), Athora Lebensversicherung AG (Wiesbaden, Germany), Athora Italia S.p.A (Genoa, Italy) and Athora Life Re Ltd. The acquisition of AXA Germany's life portfolio is expected to be completed in 2023, subject to the necessary regulatory approvals.

Including the proposed acquisition of AXA Germany's life portfolio and the recent acquisitions of Amissima Vita (renamed Athora Italia) and the life portfolio of NN Insurance Belgium, the Athora Group will employ approximately 2,000 employees and have more than 3 million customers with Assets under Administration ("AuA") of €96 billion (AuA pro-forma on first-half 2022 results for Athora Group business units and AuA estimated at the time of the announcement/completion of the acquisition of Amissima Vita, NN Belgium and AXA Germany's life portfolio). Athora recently published its first Sustainability Report along with its Sustainability Strategy and Sustainable Investment Policy, which can be downloaded [here](#).

For more information:

www.athora.com / [LinkedIn](#)