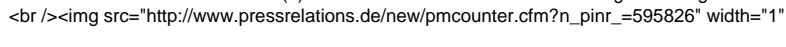




Generali signs global deal to target high-growth markets through the mobile channel

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- Generali to embed its native insurance apps in the new Obi mobile phones
- Designed in Silicon Valley, Obi targets high growth markets with state-of-the-art devices at relevant price points
The Generali Group and Obi Worldphones announced a pioneering exclusive deal through which Generali expects to leverage the mobile channel in as many as 20 high-growth markets by 2017. Generali's apps will be embedded in Obi's Worldphones with the aim to reach a prospective customer base of more than 10 million people.
Giovanni Giuliani, Group Strategy and Business Development Director of the Generali Group, commented: "This breakthrough deal with Obi Worldphones will allow Generali to deliver useful, relevant services to a highly attractive customer base right through their favorite tool - the smartphone. Generali will be present on the home screen of Obi's phones as an embedded app and this will enable a new way of engaging clients. We are extremely pleased to work with Obi, a cutting-edge technology start-up with proven track record that stands out for its high quality design and impressive distribution capabilities."
Pressekontakt
Generali Deutschland Holding AG
Tunisstr. 19-23
50667 Köln
Deutschland
Telefon: +49 (0) 221 4203 - 3664
Telefax: +49 (0) 221 4203 - 3830
Mail: nachhaltigkeit.de@generali.com
URL: <http://www.generali-deutschland.de> 

Pressekontakt

Generali Deutschland Holding AG

50667 Köln

[generali-deutschland.de](http://www.generali-deutschland.de)
nachhaltigkeit.de@generali.com

Firmenkontakt

Generali Deutschland Holding AG

50667 Köln

[generali-deutschland.de](http://www.generali-deutschland.de)
nachhaltigkeit.de@generali.com

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