



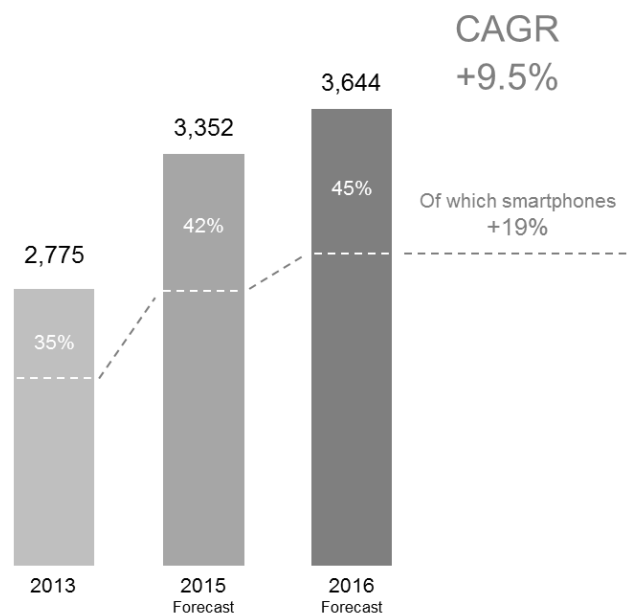
Generali & Obi

The deal at a glance

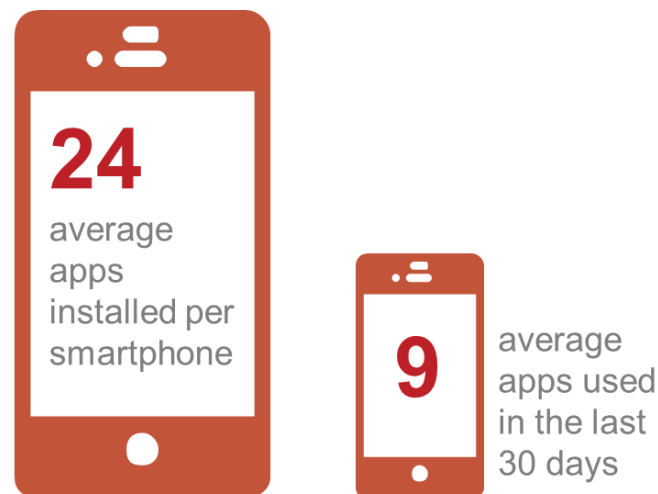
Mobiles and apps

Mobile is the new «market development channel»

Mobile phones (millions of units sold worldwide)



Installed vs. used apps (average mobile user)



Highly attractive market with impressive growth rates

Competition for customer attention is fierce

Key to success is being present with a 'native' app on the **first screen** and develop **engaging** apps that include relevant daily life services

Source: Goldman Sachs CommTech Team, App Annie, Google – our mobile planet, 2013 - Italy

Why Obi

Generali partnered up with Obi because of its edge on design and focus on high-growth markets



Founded by Inflexionpoint (leading tech distributor with unique access to high-growth markets) and the **former Apple senior executives**

Innovative design from California-based Ammunition (#1 in Fast Company's World's «Top 10 Most Innovative Companies of 2015 in Design»)

High-growth markets reach – leveraging distribution through electronics distributors and retailers

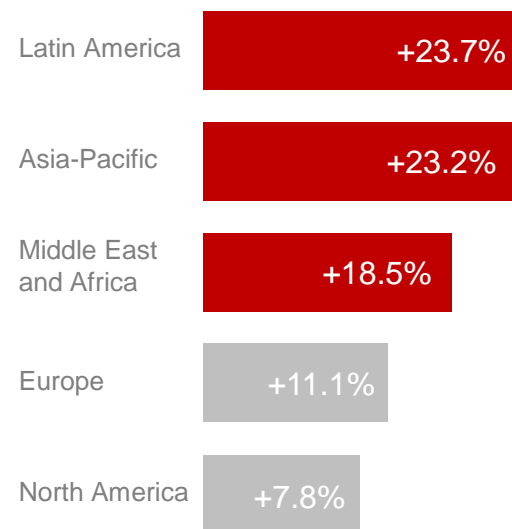
Affordable price points from USD 70 to 200+ (depending on model/market)

Obi's goal is to design and build smartphones that young people would love to own

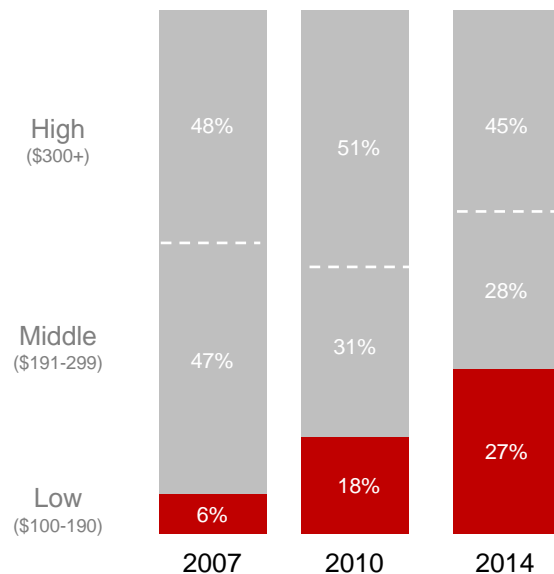
Obi's target

Young people in high-growth markets – The fastest growing segment in the smartphone industry

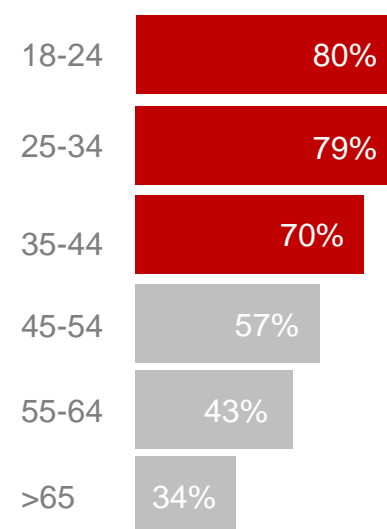
Smartphone market growth by region
(CAGR, 2013-2017E)



Smartphone market growth
by price segment



Smartphone users by age
(% of mobile users)



obi target

Market growths are calculated basing on the number of smartphones shipped

Sources: IDC Worldwide Quarterly Mobile Phone Tracker, November 26, 2013 – Korea Investment and Securities – Deloitte Global Mobile Consumer Survey, 2013

Generali native apps in as many as 20 countries by 2017

Generali to embed a native app on the Obi devices, leveraging Obi distribution channels



■ Markets where Obi and Generali operations overlap



Generali app logo for illustrative purposes only

> 10 million prospective customers

Obi's new phones

worldphone SF1



worldphone SJ1.5

