

PRESS RELEASE

MEMORY BOX AND WONDER BOX, THE REALE MUTUA HISTORICAL MUSEUM GOES DIGITAL

Podcasts, videos, interviews, educational webinars turn the Museum into a multimedia, accessible and inclusive home

Turin, 21 December 2020 - The Reale Mutua Historical Museum is going digital: more accessible and inclusive, multimedia, on demand, without physical or time barriers. **WWW.MUSEOREALEMUTUA.ORG** is available in Italian, Spanish and English.

A path of innovation that is not limited to the de-materialisation of physical documents, but also enables a polyphony of sources, capable of telling an enriching story, with multi-dimensional and multi-sensory material, to tell us all about Reale Mutua's historical heritage. A process that, from 2021, will also involve the Reale Mutua Historical Archive, to give life to two closely linked platforms, with the common aim of innovating, preserving and enhancing the *heritage* of Reale Group, opening up to the stories of all the Companies of the Group, in Italy, Spain and Chile.

Podcasts, video interviews and educational webinars will allow the Reale Mutua Historical Museum to keep in step with our times, through easy-to-use tools, created with a simple and immediate language. Not only this, but the online Museum will offer an increasingly accessible and inclusive service, which will pay particular attention to users with disabilities, through the development of diversified contents and languages.

*"Memory, as a crucial element for the construction of history, the enhancement of roots, the timeless and boundless transmission of values. This is the vision that led us to commit to the digitisation of the Historical Museum and the Historical Archive - commented **Luigi Lana, President of Reale Mutua** - It is a heritage that we have the duty to protect, to tell about and enrich for present and future generations, hence blending new technologies with human emotions".*

Founded in Turin in 1828, Società Reale Mutua di Assicurazioni is the most important Italian insurance company in the form of a mutual society. It is the leading company of Reale Group, an international Group with more than 3,700 employees covering about 5 million clients. Reale Mutua offers a very wide range of products, both in the Non-Life and Life classes. Its Members/Insured are more than 1.4 million, referring to 354 agencies all over Italy. The Company has a high level of solidity, as demonstrated by a Solvency II Index, calculated using the Partial Internal Model, which stands at 349.5% (First Half 2020).

For further information and insights:

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