



NOTE TO THE PRESS

TIM: THE PHONE BILL PROVIDES YOU WITH A FREE HOME INSURANCE IN COLLABORATION WITH BNP PARIBAS CARDIF

As of 1st July, every customer who has been with Telecom Italia for over 10 years will receive a free "TIM Protezione Casa" home protection insurance policy package developed with BNP Paribas Cardif to protect property in the home

Rome, 26 May 2015

Telecom Italia rewards its most loyal customers making them feel even safer. As of 1st July, all those who have been with Telecom Italia for over 10 years will receive a free "TIM Protezione Casa" home protection insurance policy package developed with BNP Paribas Cardif to protect property in the home.

The TIM Protezione Casa solution, which is the first form of agreement between two top players in the insurance and telecommunication markets, will apply to 6 million Telecom Italia customers, covering the cost of any damage caused by fire, water or lightning for one year. The package in fact provides insurance cover for home contents (furniture, books, clothing, personal effects, electronic appliances, etc.), as well as damage caused to third parties.

Telecom Italia customers whose land line contract dates back to before 1st January 2006, will receive all the policy information with their bill. The policy will come into effect without any need to sign a contract or to cancel it at the end of the period of cover. The freephone BNP Paribas Cardif number 800 90 40 50 is available for any claims.

With this initiative, Telecom Italia wants to come even closer to customers who have shown their loyalty to the company brand, offering them telephone, Internet and multimedia entertainment services as well as value solutions aimed at improving quality of life in the home and dealing with any unforeseen events more confidently.

The agreement marks the entrance of BNP Paribas Cardif - a leading insurance company in Italy and around the world - into the telecommunication sector, a field in which the company can apply at the best its insurance innovation strategy, combining new technologies with new customer experiences.



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