

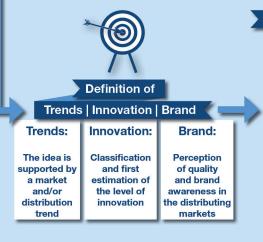






New Product RFP Summary Report

SOLUTION MAPPING & IDEAS SELECTION



Business Scope Definition







On a scale of 1 to 5, we rate: • The commercial viability and longevity of the innovation The investment complexity of the innovation

 the delivery complexity of the innovation



Finalists Ideas Showcase

WINNING IDEAS EVALUATION



Technical Evaluation Through Mediolanum Investment Process

- Underlying investment strategy is consistent with commercial Idea
- Achievability of the objectives (risk & reward drivers)
- Expertise, skills and tools to successfully manage the strategy
- Analysis of existing competitor experiences for similar strategies/ products
- Peer group definition and defining future success

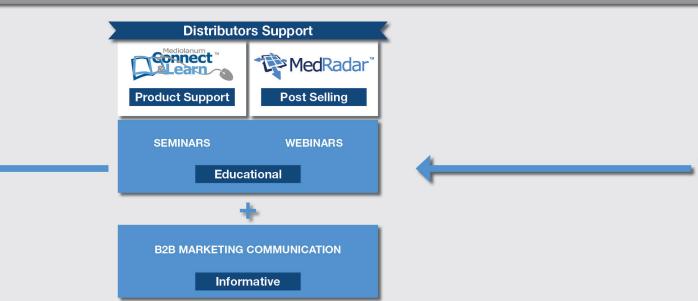




DEVELOPMENT & IMPLEMENTATION



COMMERCIALISATION & DISTRIBUTORS SUPPORT



Commercialisation Support

Marketing material

PositioningTraining

OPTIMISATION

Annual Post Launch Product Review • Sales volume & performances • Feedback & satisfaction of

- distributors or clients
- Stability of operational standards
- Client's needs

