http://www.oblible.com

Pricing Supplement dated 4 May 2005

GENERALI FINANCE B.V.

Issue of €500,000,000 3.875% Notes due 2015

Guaranteed by

ASSICURAZIONI GENERALI S.p.A.

under the

€2,500,000,000

Euro Medium Term Note Programme

This document constitutes the Pricing Supplement relating to the issue of Notes described herein. Terms used herein shall be deemed to be defined as such for the purposes of the Conditions set forth in the Offering Circular dated 21 December 2004. This Pricing Supplement contains the final terms of the Notes and must be read in conjunction with such Offering Circular.

1.	(i)	Issuer:	Generali Finance B.V.
	(ii)	Guarantor:	Assicurazioni Generali S.p.A.
	(iii)	Deed of Guarantee:	4 May 2005
2.	(i)	Series Number:	1
	(ii)	Tranche Number:	1
3.	Specifi	ed Currency or Currencies:	Euro (" <i>EUR</i> ")
4.	Aggreg	gate Nominal Amount:	
	(i)	Series:	EUR 500,000,000
	(ii)	Tranche:	EUR 500,000,000
5.	(i) Issu	e Price:	99.625% of the Aggregate Nominal Amount
	(ii) Net	proceeds:	EUR 496,875,000
6.	Specifi	ed Denominations:	EUR 10,000 and integral multiples of EUR 1,000 thereafter.
			Definitive Notes will be in denominations of EUR 1,000 and EUR 10,000. See 7 (Minimum trading amount) below.
7.	Minim	um trading amount:	EUR 10,000. Any Definitive Notes in the denomination of Euro 1,000 will contain the following legend:

Milan-1/127998/07 .../..

http://www.oblible.com

"THIS NOTE, AND ANY OTHER NOTE
IN THE DENOMINATION OF EUR 1,000
FORMING PART OF THE SAME
SERIES AS THIS NOTE, MAY NOT BE
SOLD, TRANSFERRED OR
DELIVERED BY THE HOLDER
UNLESS SUCH NOTES ARE SOLD,
DELIVERED OR TRANSFERRED
TOGETHER WITH A NOTE IN THE
DENOMINATION OF EURO 10,000
FORMING PART OF THE SAME

8. (i) Issue Date: 6 May 2005

(ii) Interest Commencement Date (if different

from the Issue Date):

Not Applicable

SERIES AS THIS NOTE."

9. Maturity Date: 6 May 2015

10. Interest Basis: 3.875% Fixed Rate

11. Redemption/Payment Basis: Redemption at par

12. Change of Interest or Not Applicable

Redemption/Payment Basis:

13. Put/Call Options: Not Applicable

14. (i) Status of the Notes: Senior Notes

(ii) Status of the Guarantee: Senior

15. Listing: Application has been made for the Notes to

be listed on the Luxembourg Stock

Exchange

16. Method of distribution: Syndicated

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

17. Fixed Rate Note Provisions Applicable

(i) Rate of Interest: 3.875% per annum in arrear

(ii) Interest Payment Date(s): 6 May in each year

(iii) Fixed Coupon Amount(s): Euro 387.50 per Note of Euro 10,000 Specified

Denomination and Euro 38.75 per multiple of

Euro 1,000

(iv) Day Count Fraction: Actual/Actual (v) Broken Amount(s): Not Applicable (vi) Other terms relating to the method of Not Applicable calculating interest for Fixed Rate Notes: 18. Floating Rate Note Provisions Not Applicable 19. Zero Coupon Note Provisions Not Applicable 20. **Index-Linked Interest Note Provisions** Not Applicable 21. **Dual Currency Note Provisions** Not Applicable **Exchangeable Note Provisions** 22. Not Applicable PROVISIONS RELATING TO REDEMPTION Call Option 23. Not Applicable 24. **Put Option** Not Applicable Final Redemption Amount 25. Par Early Redemption Amount 26. Early Redemption Amount(s) payable on Not Applicable redemption for taxation reasons or on event of default and/or the method of calculating the same (if required or if different from that set out in the Conditions): GENERAL PROVISIONS APPLICABLE TO THE NOTES 27. Form of Notes: Bearer Notes: Temporary Global Note exchangeable for a Permanent Global Note which is exchangeable for Definitive Notes in the limited circumstances specified in the Permanent Global Note. 28. Additional Financial Centre(s) or other special Not Applicable provisions relating to Payment Dates: 29. Talons for future Coupons or Receipts to be No attached to Definitive Notes (and dates on which

Milan-1/127998/07 - 3 - .../...

such Talons mature):

Details relating to Partly Paid Notes: amount of each payment comprising the Issue Price and date on which each payment is to be made and consequences (if any) of failure to pay, including any right of the Issuer to forfeit the Notes and interest due on late payment:

Not Applicable

Details relating to Instalment Notes: amount of each instalment, date on which each payment is to be made:

Not Applicable

32. Redenomination, renominalisation and reconventioning provisions:

Not Applicable

33. Consolidation provisions:

The provisions in Condition 27 (*Further Issues*) apply.

34. Other terms or special conditions:

Stabilisation:

In connection with the issue of the Notes, Mediobanca - Banca di Credito Finanziario S.p.A. (or any person acting for it) may over-allot or effect transactions with a view to supporting the market price of the Notes at a level higher than that which might otherwise prevail for a limited period. However, there may be no obligation on Mediobanca - Banca di Credito Finanziario S.p.A. (or its agent) to do this. Such stabilising, if commenced, may be discontinued at any time, and must be brought to an end after a limited period.

No stablisation transactions shall take place in or from the Netherlands.

DISTRIBUTION

35. (i) If syndicated, names of Managers:

Banca Generali S.p.A.

HSBC Bank plc

Mediobanca - Banca di Credito Finanziario

S.p.A.

(ii) Stabilising Manager (if any):

Mediobanca - Banca di Credito Finanziario

S.p.A.

36. If non-syndicated, name of Dealer: Not Applicable

37. TEFRA:

D Rules are applicable

38. Additional selling restrictions:

Option I(v) of the Selling Restrictions in relation to the Netherlands in the Offering

Circular shall apply.

Milan-1/127998/07 - 4 - .../...

OPERATIONAL INFORMATION

39.	ISIN Code:	021846996
40.	Common Code:	XS0218469962
41.	Any clearing system(s) other than Euroclear and Clearstream, Luxembourg and the relevant identification number(s):	Not Applicable
42.	Delivery:	Delivery against payment
43.	Additional Paying Agent(s) (if any):	Not Applicable
RECE	NT DEVELOPMENTS	
hereto, "Descr	Cormation on recent developments concerning the Is which supplement the sections entitled "Descrip iption of Generali Finance B.V." beginning on pager dated 21 December 2004.	tion of Assicurazioni Generali S.p.A." and
LISTIN	NG APPLICATION	
	ricing Supplement comprises the final terms requirent to the €2,500,000,000 Euro Medium Term Note Pro	
RESPO	ONSIBILITY	
The Is	suer and the Guarantor accept responsibility for ment.	the information contained in this Pricing
Signed	on behalf of the Issuer:	
By: Duly a	uthorised	
_	on behalf of the Guarantor:	
By: Duly a	uthorised	
-		

Milan-1/127998/07 - 5 - .../...

ANNEX 1

On 24 March 2005, pursuant to CONSOB Regulation No.11971 of 14 May 1999, as amended, the Assicurazioni Generali S.p.A. issued a press release announcing details of the Assicurazioni Generali Group's consolidated financial results as at and for the year ended 31 December 2004. The following is extracted from an English translation of such press release.

"The Board of Directors of Assicurazioni Generali, chaired by Antoine Bernheim, approved the Assicurazioni Generali Group's 2004 consolidated statement and Assicurazioni Generali's results.

Consolidated net profit recorded a growth of 30 per cent. to Euro 1,314.6 million (Euro 1,015.1 million for the period ended 31 December 2003), ahead of the Euro 1,203 million target set for 2004.

This is the best result recorded by the Assicurazioni Generali Group in terms of quality. The result from ordinary activity at the end of 2004 reached, in fact, Euro 2,213.2 million (Euro 1,790 million in 2003), generated both by positive underlying operational earnings and investment income. Insurance core business contributed with Euro 710.8 million, up from Euro 259.7 million in the financial year 2003.

Profitability was combined with the marked dynamism of premium collection by Assicurazioni Generali Group companies which, in the main markets of operation, increased their market shares. In particular, in Italy total market share grew to 22.1 per cent. from 20.1 per cent.; in France to 7.3 per cent. from 5.5 per cent. In Germany, the share held in the life business market grew to 11.1 per cent. from 10.5 per cent.

A dividend of Euro 0.43 per share is proposed for the financial year 2004, compared to Euro 0.33 in 2003, with a per share increase of 30.3 per cent. The total amount to be paid on all shares is Euro 548.5 million (Euro 420.9 million in 2003). The payment date is 26 May 2005.

Consolidated premiums amounted to Euro 56.3 billion, up 13.6 per cent. from Euro 49.6 billion in 2003 (an increase of 11.9 per cent. on a like-for-like) basis in terms of exchange rates and perimeter), ahead of the Euro 53.3 billion target set for 2004 in the strategic plan of the Assicurazioni Generali Group.

The combined ratio improved 2.4 percentage points to 100.9 per cent. from 103.3 per cent. at the end of 2003, better than the 102.1 per cent. target set for 2004. The combined ratio would be under 100 per cent., at 99.2 per cent., if calculated excluding contracts whose characteristics are akin to those of a life product, such as health insurance in Germany and complementary cover in France (101.3 per cent. for 2003).

Current financial results reached Euro 10,592.6 million (Euro 9,925.1 million for 2003).

Assicurazioni Generali recorded a net profit for the year of Euro 1,012.1 million (Euro 550.4 million in 2003). The result was impacted by net extraordinary components, which amounted to Euro 338 million, arising from the application of legislative decree of 17 January 2003, governing the so-called "elimination of fiscal interferences on accounts."

Set out below are the Guarantor's consolidated financial statements as attached to such press release that were approved by the shareholders' meeting of the Guarantor held on 30 April 2005.

PROFIT AND LOSS ACCOUNT

For the year ended 31 December 2004
(Audited)
(in thousands of Euro)

For the year ended 31 December 2003
(Audited)
(in thousands of Euro)

	(III iii osoulius el 1	3.070)	(m mossas	ndo el Edre,
I. TECHNICAL ACCOUNT-NON LIFE INSURANCE BUSINESS				
1. EARNED PREMIUMS, NET OF REINSURANCE				
a. Gross premiums written		19,398,043		
b. (-) Outward reinsurance premiums		2,013,946		
c. Change in the gross provision for unearned premiums		154,644		
d. Change in the provisions for unearned premiums, reinsurers' share		31,324	17,260,777	15,924,021
2. OTHER TECHNICAL INCOME, NET OF REINSURANCE	-		147,340	123,375
3. CLAIMS INCURRED, NET OF RECOVERIES AND REINSURANCE				
a. claims paid				
aa. Gross a mount	13,008,099			
bb. (-) Reinsurers' share	1,187,996			
cc. Recoveries net of reinsurance	465,610	11,354,493		
b. Change in the provisions for claims outstanding				
aa. Gross a mount	1,250,658			
bb.(-) Reinsurers' share	(132,412)	1,383,070	12,737,563	12,161,658
4. CHANGE IN OTHER TECHNICAL PROVISIONS, NET OF REINSURANCE			7,691	(6,550)
5. PREMIUM REFUNDS AND PROFIT SHARING, NET OF REINSURANCE			162,727	69,917
6. OPERATING EXPENSES				
a. Acquisition commissions		2,222,055		
b. Other acquisition costs		959,574		
c. Change in commissions and other acquisition costs to be a mortised		(69,687)		
d. Collecting commissions		563,656		

aa. Gross a mount

1,162,504

		-,,		
f. (-) Reinsurance commissions and profit sharing	_	301,159	4,536,943	4,258,205
7. OTHER TECHNICAL CHARGES, NET OF REINSURANCE			320,636	240,378
8. CHANGE IN THE EQUALISATION PROVISION			130,343	200,129
9. BALANCE ON THE TECHNICAL ACCOUNT FOR NON-LIFE BUSINESS			(487,786)	(876,341)
II. TECHNICAL ACCOUNT - LIFE ASSURANCE BUSINESS				
1. PREMIUMS WRITTEN, NET OF REINSURANCE				
a. Gross premiums written		36,941,175		
b. (-) Outward reinsurance premiums		484,164	36,457,011	31,000,634
2. (+) ALLOCATED INVESTMENTS RETURN TRANSFERRED FROM THE NON-TECHNICAL ACCOUNT (item III.5)			8,111,385	7,628,580
3. INCOME AND UNREALISED GAINS ON INVESTMENTS FOR THE BENEFIT OF POLICYHOLDERS WHO BEAR THE INVESTMENT RELATING TO THE ADMINISTRATION OF PENSION FUNDS			2,280,344	2,483,131
4. OTHER TECHNICAL INCOME, NET OF REINSURANCE			122,258	173,911
5. CLAIMS INCURRED, NET OF REINSURANCE				
a. Claims paid aa. Gross a mount bb. (-) Reinsurers' share	21,372,788 241,657	21,131,131		
b. Change in the provision for claims outstanding				
aa. Gross a mount	61,469			
bb. (-) Reinsurers' share	21,989	39,480	21,170,611	19,323,226
6. CHANGE IN THE PROVISION FOR POLICY LIABILITIES AND IN OTHER TECHNICAL PROVISIONS, NET OF REINSURANCE				
a. Provisions for policy liabilities				

14,013,658

bb. (-) Reinsurers' share	(27,211)	14,040,869		
b. Other provisions				
aa. Gross a mount	(21,599)			
bb. (-) Reinsurers' share	(757)	(20,842)		
c. Provisions for policies where the investment risk is borne by the policyholders and relating to the administration of pension funds				
aa. Gross a mount	4,162,095			
bb. (-) Reinsurers' share	4,293	4,157,802	18,177,829	14,753,626
7. PREMIUM REFUNDS AND PROFIT- SHARING, NET OF REINSURANCE			1,681,188	1,740,368
8. OPERATING EXPENSES				
a. Acquisition commissions		2,244,212		
b. Other acquisition costs to be amortised		1,101,020		
c. Change in commissions and other acquisition costs to be a mortised		(161,349)		
d. Collecting commissions		223,123		
e. Other administrative expenses		908,748		
f. (-) Reinsurance commissions and profit sharing	_	148,464	4,167,290	3,678,995
9. EXPENSES AND UNREALISED LOSSES ON INVESTMENTS FOR THE BENEFIT OF POLICYHOLDERS WHO BEAR THE INVESTMENT RISK AND ON INVESTMENT RELATING TO THE ADMINISTRATION OF PENSION FUNDS			469,296	569,246
10. OTHER TECHNICAL CHARGES, NET OF REINSURANCE			106,152	84,817
11. BALANCE ON THE TECHNICAL ACCOUNT FOR LIFE BUSINESS (Item III.2) III. NON TECHNICAL ACCOUNT			1,198,632	1,135,978
1. BALANCE ON THE TECHNICAL ACCOUNT FOR NON-LIFE BUSINESS (Item I.9)			(487,786)	(876,341)
2. BALANCE ON THE TECHNICAL ACCOUNT FOR LIFE BUSINESS (Item I.11)			1,198,632	1,135,978

a. Income from participating interests				
aa. Income from participations valued according to equity method	284,130			
bb. Other income from participating interests	722,466	1,006,569		
b. Income from other investments				
aa. Income from land and buildings	873,512			
bb. Income from other investments	8,821,850	9,695,362		
c. Value re-adjustments on investments		(22.925		
d. Gains on the realisation of investments		633,835	12,002,997	12 021 404
		1,757,094	13,092,887	12,931,494
4. INVESTMENT CHARGES				
a. Investment administration charges, including interest		956,951		
b. Value adjustments on investments		1,026,966		
c. Losses on the realisation of investments		516 220	2 500 245	2.006.256
		516,328	2,500,245	3,006,356
5. (-) ALLOCATED INVESTMENT RETURN TRANSFERRED TO THE LIFE TECHNICAL ACCOUNT (item II.2)			8,111,385	7,628,580
6. OTHER INCOME			1,129,948	1,004,232
7. OTHER CHARGES				
a. Interest on financial liabilities		350,200		
b. Sundry charges		1,758,623	2,108,823	1,770,414
8. RESULT FROM ORDINARY ACTIVITY			2,213,228	1,790,013
9. EXTRAORDINARY INCOME			1,012,355	1,052,884
10. EXTRAORDINARY CHARGES			659,799	848,304
11. EXTRAORDINARY PROFIT OR LOSS			352,556	204,580
12. RESULT BEFORE TAXATION			2,565,784	1,994,593
13. INCOME TAXES			813,139	718,078

14. CONSOLIDATED RESULT	1,752,645	1,276,515
15. MINORITY SHAREHOLDERS' INTEREST IN PROFIT (LOSS) FOR THE YEAR	438,032	261,412
16. PROFIT (LOSS) OF THE GROUP	1,314,613	1,015,103

Milan-1/127998/07 - 11 - .../..

ASSETS As at 31 December 2004 (Audited)

IV. Deposits with ceding companies

(in thousands of Euro)

As at 31 December 2003 (Audited) (in thousands of Euro)

A. SUBSCRIBED CAPITAL UNPAID of which called-up capital (-) B. INTANGIBLE ASSETS 752,235 1. Acquisition commissions to be amortised 2. Other acquisition costs 345,152 3. Goodwill 4. Other intangible assets 335,045 5. Goodwill arising on the consolidation of 2,050,009 3,502,441 3,469,922 affiliated companies C. INVESTMENTS I. Land and buildings 12,001,340 II. Investments in affiliated companies and other shareholdings1. Equities 5,704,485 2. Debt securities 926,956 3. Loans 933,584 7,565,025 III. Other financial investments 13,793,173 1. Equities 2. Shares in common investment funds 18,373,635 3. Debt securities and other fixed-income securities 130,484,483 28,195,378 4. Loans 5. Participation in investment pools 12,368 6. Deposits with credit institutions 5,315,515 7. Other 1,282,342 197,456,894

217,338,095

314,836

199,346,701

34,766,458 30,740,938

Dbis. REINSURANCE AMOUNTS OF TECHNICAL PROVISIONS

I NON LIFF-I	MCHD ANCE	DITCINIECC

1. Provisions for unearned premiums	523,256			
2. Provisions for claims outstanding	3,518,599	4,058,223		
3. Other provisions	16,408			
II. LIFE-INSURANCE BUSINESS				
1. Provision for policy liabilities	1,061,839			
2. Provision for claims outstanding	142,973			
3. Other provisions	26,653			
4. Provisions for policies where the investment risk is borne by the policyholders and relating to the administration of pension funds				
administration of pension funds	8,101	1,239,566	5,297,789	5,688,332
E. DEBTORS				
I. Debtors arising out of direct insurance operations		5,764,026		
II. Debtors arising out of reinsurance operations		992,585		
III. Other debtors		4,869,725	11,626,336	11,569,570
F. OTHER ASSETS				
I. Tangible assets and stocks		351,528		
II. Cash at bank and in hand		3,884,005		
III. Own shares		295,662		
IV. Other		825,284	5,356,479	5,783,250
G. PREPAYMENTS AND ACCRUED INCOME			3,430,552	3,212,615
TOTAL ASSETS			281,318,150	259,811,328

LIABILITIES AND SHAREHOLDERS' EQUITY

As at 31 December 2004 (Audited) (in thousands of Euro)

As at 31 December 2003 (Audited) (in thousands of Euro)

A. SHAREHOLDERS' FUNDS

I. Parent company's interest				
1. Subscribed capital	1,275,999			
2. Reserves	5,846,569			
3. Consolidation Reserve	567,586			
4. Reserve for valuation differences in non- consolidated shareholdings	65,945			
5. Reserve for exchange differences	(29,659)			
6. Reserve for own shares	295,658			
7. Profit (loss) for the year	1,314,613	9,336,711		
II. Minority Shareholders' interest				
1. Capital and reserves	2,050,197			
2. Profit (loss) for the year	438,032	2,488,229	11,824,940	10,766,962
B. SUBORDINATED LIABILITIES			1,349,434	1,357,545
C. TECHNICAL PROVISIONS				
I. NON - LIFE INSURANCE BUSINESS				
1. Provision for unearted premiums	4,647,006			
2. Provision for claims outstanding	28,946,068			
3. Equalisation provision	1,181,144			
4. Other provisions	636,513	35,411,271		
II. LIFE INSURANCE BUSINESS				
1. Provisions for policy liabilities	170,961,928			
2. Provisions for claims outstanding	1,994,215			
3. Other provisions	6,202,322	179,158,465	214,569,736	198,652,506

ADMINISTRATION OF PENSION FUNDS		34,652,434	30,555,822
E. PROVISIONS FOR OTHER RISKS AND CHARGES			
1. Provisions for pension and similar obligations	1,471,250		
2. Provision for taxation	1,201,925		
3. Provision for future liabilities and charges from consolidation	-		
4. Other provisions	1,115,060	3,788,235	3,501,420
F. DEPOSITS RECEIVED FROM REINSURERS		971,063	962,527
G. CREDITORS			
I. Creditors arising out of direct insurance operations	3,648,162		
II. Creditors arising out of reinsurance operations	594,427		
III. Debenture loans	4,152,810		
IV. Amounts owed to credit institutions	1,643,026		
V. Loans guaranteed by mortgages	140,163		
VI. Other financial liabilities	69,361		
VII. Provisions for severance pay	243,706		
VIII. Other creditors	2,645,903		
IX. Other Liabilities	762,834	13,900,392	13,757,574
·			
H. ACCRUALS AND DEFERRED INCOME		261,916	256,972
TOTAL LIABILITIES AND SHAREHOLDERS' FUNDS		281,318,150	259,811,328

Milan-1/127998/07 - 15 - .../..

GUA	RANTEES, COMMITMENTS AND OTHER EVIDENCE ACCOUNTS	As at 31 December 2004 (in thousands of Euro)	As at 31 December 2003 (in thousands of Euro)
I	Guarantees issued	724,820	701,404
II	Guarantees received	625,925	547,211
III	Guarantees issued by third parties in the interest of consolidated companies	292,244	156,682
IV	Commitments	11,725,478	11,126,796
V	Assets deposited with the company	1,084,755	660,599
VI	Assets relating to pensions funds managed in the name and for account of third parties	436,770	508,913
VII	Securities deposited with third parties	74,056,896	67,014,186
VIII	Other evidence accounts	1,154,558	262,179

Milan-1/127998/07 - 16 - .../...

ANNEX 2

This information supplements and amends the section of the Offering Circular entitled "Description of Generali Finance B.V." beginning on page 131 of the Offering Circular.

Recent Developments

In the first quarter of 2005 Generali Finance completed the transfer of all the shareholdings it held to other members of the Assicurazioni Generali Group, a process which it had commenced in 2004. In particular, as part of the transfer process:

- (i) on 11 February 2005, Generali Finance's shareholding in Vitalicio was sold as follows:
 - 3,305,000 shares for a total price of Euro 43,956,500 to Hermes S.L. de Servicios Immobiliarios y Generales;
 - 1,363,544 shares for a total price of Euro 18,135,135 to Generali Espana.
- (ii) on 16 March 2005 Generali Finance transferred to its parent company, Graafschap Holland, the following shareholdings:
 - 17,803,048 shares of Generali Vienna;
 - 39,592 shares of Genervest;
 - 242,544 shares of Generali Belgium;
 - 66 shares of Generali Asia;
 - 5,190 shares of Generali Verzekeringsgroep.
- on 16 March 2005, Generali Finance transferred to Assicurazioni Generali: 4,000 shares of Generali Properties.
- (iv) on 22 March 2005 Generali Finance transferred to Generali Properties:
 - 2,250 shares of Prunus;
 - 1,000 shares of Immobiliare Diciannove.

Generali Finance does not anticipate a significant change in its current equity value as a result of the above disposals.

Milan-1/127998/07 - 17 - .../...