PRESS RELEASE

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Generali enters its next chapter in tennis as Davis Cup presenting partner

World Tennis and Generali have signed a global multi-year presenting partnership for the Davis Cup, both parties have announced today.

The partnership builds on Generali's longstanding commitment to the sport through a unique global platform, fully in line with Generali's Lifetime Partner values of supporting people and connection in all the countries where the Group operates.

The prestigious 126-year-old competition – which becomes the Davis Cup by Generali – returns this weekend with 66 teams set to compete in 33 ties across six continents.

The presenting partner deal will put the Generali brand in front of the competition's vast global audience, through rights to worldwide broadcast integration, significant in-bowl visibility and prominent back wall court branding at all Davis Cup events. Generali's red brand colourway will also be integrated into the green Davis Cup brand.

World Tennis has built significant Davis Cup commercial momentum throughout 2026, and Generali leads a growing portfolio that includes Rolex, Visa, MG, Fage, Corpay and Betsson with further new deals expected in the coming weeks.

Generali has a strong foundation in tennis, which includes title sponsorship of the Generali Open in Kitzbühel and a partnership with Dominic Thiem in Austria, sponsorship of the Rolex Monte Carlo Masters event and partnerships with the Real Federación Española de Tenis (RFET) and Deutsche Tennis Bund (DTB).

Ross Hutchins, World Tennis Chief Executive, said: "This is a proud day for World Tennis, as we announce a momentous partnership uniting two premium global brands with shared values and a commitment to creating meaningful experiences for fans and customers worldwide. Generali is the ideal partner to help take our prestigious competition to the next level and we are very excited to work with them for years to come. As the world's premier competition in men's team tennis, the Davis Cup offers unique passion and national pride on a global scale unprecedented in world sport. The Generali team value this reach and everything the Davis Cup stands for."

Philippe Donnet, Generali Group CEO, said: "We are delighted to partner with World Tennis for the Davis Cup, one of the most celebrated and recognised sporting events in the world. Generali has a longstanding connection with tennis, a sport that reflects many of the values we promote every day such as resilience, discipline and integrity. Through this partnership, we aim to harness the power of tennis to build on our commitment as a Lifetime Partner by encouraging active lifestyles and creating a lasting positive impact for individuals, families and communities."

The seven winners of this weekend's Qualifiers 2nd Round ties will join reigning world champions Italy in November's Davis Cup by Generali Final 8 in Bologna – where the chance to lift the coveted trophy will be at stake.

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About the Generali Group

Generali is one of the largest integrated insurance and asset management groups worldwide, with a total premium income of € 98.1 billion and € 900 billion AUM in 2025. Established in 1831, with over 88,000 employees and 163,000 advisors serving 75 million customers, the Group has a leading position in Europe and a growing presence in Asia and America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

About World Tennis

For more than a century, World Tennis (formerly the ITF) has worked to grow the game worldwide and ensure its long term future as a truly global sport. In partnership with its 214 member nations, the organisation lays the foundations for tennis to flourish by expanding participation, strengthening pathways and creating opportunities for players of all ages and abilities—supporting both the development of the sport and the communities it serves.

As the global authority and guardian of tennis and its integrity worldwide, World Tennis also defines and upholds the sport's rules, professional and technical standards, ensuring tennis remains fair, safe, relevant and exciting for future generations.

At the heart of the global tennis system is a connected, competitive and developmental player pathway. For young professional talent, alongside the Wheelchair and Beach Tennis circuits, the World Tennis Tour – with 1,850 men's and women's tournaments annually - is the primary artery through which the world's best young players progress, providing an essential route from junior tennis to the global stage, no matter which country they are from.

Through the World Tennis Tour players earn ranking points, build competitive experience and advance into the ATP and WTA Tours and Grand Slam events. The same pathway also provides the route for national selection into World Tennis' own elite international team competitions, including the Davis Cup, Billie Jean King Cup, Wheelchair and Beach World Cups, and qualification routes to the Olympic and Paralympic Games.

About Davis Cup

Davis Cup began in 1900 as a competition between USA and Great Britain. It is now the world's largest annual international team competition in sport, engaging global communities from Regional events to the Final 8. A record 160 nations entered in 2026.