



The 'Special New Player' award for the new business model integrated with the insurance business

WINDTRE recognised at the MF Insurance Awards 2024

Milan, 9 February 2024 – At an award ceremony organised by MF Milano Finanza of the Class Editori group, WINDTRE was awarded the “Insurance Elite – Special New Player Award” for the innovative approach of integrating its business model with the dynamics of the insurance industry.

The company was awarded the ‘Special New Player’ award as part of the 22nd edition of the MF Insurance Awards, presented yesterday in Milan to companies that have achieved excellent results. In fact, in order to increasingly meet the needs of families, in addition to the fields of connectivity and energy, the brand has now expanded its products and services to include insurance products as well. It’s a change that’s consistent with the company stated purpose of eliminating the distances between people.

“We’re extremely proud of the results we’ve achieved, and we consider them to be the first stages of a pathway that we intend to undertake with the Italian market players, in order to achieve the common goal of increasing our market penetration. This award reaffirms WINDTRE’s constant commitment to offering an increasingly broad portfolio of services, in order to be a strong ally for our customers, and to meet their needs in the areas of energy, insurance protection, and, of course, communications.” Tommaso Vitali, WINDTRE’s B2C Marketing & New Business Director, said.