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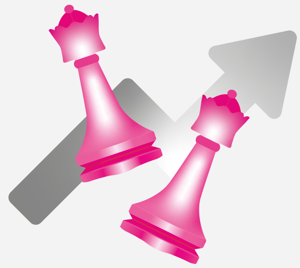


FEMALE ADVISORS DRIVERS OF CHANGE

The Edufin Index 2024 report provides a comprehensive and multifaceted overview of the financial literacy of Italians, highlighting both progress and critical issues. The survey expanded on the findings of the 2023 edition, offering a deeper exploration of financial education among women. It examined the connection between the Edufin Index and income perceptions within couples, as well as the role of female advisors in helping women engage with financial and insurance-related matters.

The Edufin Index assesses the awareness and behavior of Italians in the financial and insurance sectors. It is the result of a quantitative analysis (CAWI) conducted on a sample of approximately 4,000 people. For the third consecutive year, Alleanza Assicurazioni and Fondazione Gasbarri have published the report on financial literacy among Italians, supported by scientific collaboration from SDA Bocconi.

The Edufin Index is calculated as the average of two sub-indices: the *Awareness Index*, which assesses financial awareness and understanding, and the *Behavioral Index*, which evaluates behavioral confidence and decision-making in financial matters. Both indices are scored on a scale from 0 to 100, with 60 considered the minimum threshold for sufficiency. With an overall score of 56, the Edufin Index remains largely unchanged from the 2023 assessment.

The 2024 report highlights that socio-demographic disparities continue to influence financial literacy levels across Italy, affecting access to knowledge and skills. The gender gap persists and has slightly widened compared to the previous year: in 2024, women scored 5.5 points lower than men overall, with an even larger 9-point deficit in the awareness sub-index specifically. While the behavioral gap remains relatively stable, the widening awareness gap highlights the urgent need for targeted educational initiatives to improve women's financial education.

On a positive note, the gender difference narrows significantly among young adults aged 25 to 34, shrinking to just 2 points.

FINANCIAL LITERACY IS HIGHER AMONG WOMEN IN WORKING COUPLES

GROUP A
FINANCIALLY DEPENDENT ON PARTNER

	WOMEN	MEN
Edufin Index	47	44
Awareness Index	42	40
Behavioral Index	52	48

This group has the lowest Edufin Index and is almost entirely composed of women over the age of 45. Men account for only 1%, and they are between 18 and 24 years old.

GROUP B
SIMILAR INCOME

	WOMEN	MEN
Edufin Index	56	60
Awareness Index	52	60
Behavioral Index	59	60

Men achieve sufficiency in all categories; women only come close in behavior.

GROUP C
MAIN INCOME

	WOMEN	MEN
Edufin Index	57	61
Awareness Index	54	61
Behavioral Index	60	60

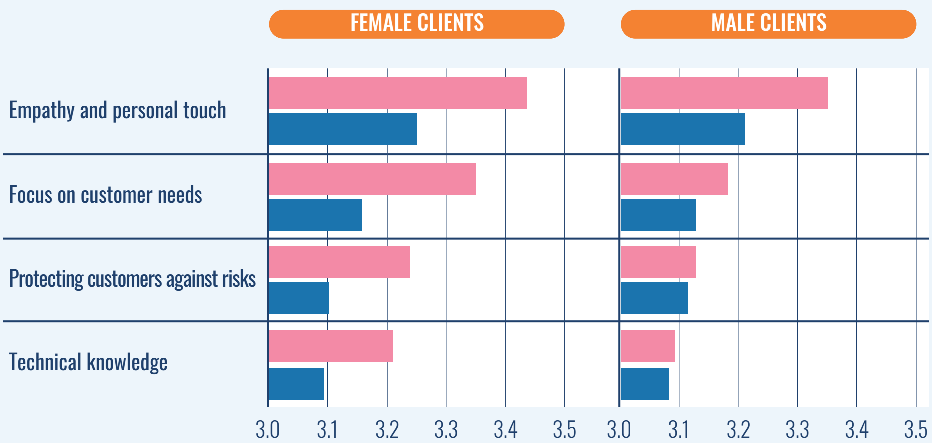
Although women have an Edufin Index above the national average, a significant knowledge gap remains.

FEMALE ADVISORS CAN PLAY A PIVOTAL ROLE IN EMPOWERING OTHER WOMEN TO ENGAGE CONFIDENTLY WITH FINANCIAL AND INSURANCE MATTERS

WOMEN TALKING TO WOMEN ABOUT MONEY

Advisors can play a significant role in educating their female clients about the importance of financial and insurance literacy, thereby raising their awareness of these topics.

Characteristics of advisors – men vs. women



Characteristics on a scale of 1 to 5

Female advisor ♀

Male advisor ♂