

8 June 2022

esure Group announces new appointment to its Group Executive team

esure Group ("esure" or the "Company") announces today that Helen Cooper has been appointed as its Chief Risk Officer ("CRO") – subject to regulatory approval.

Helen will be joining the business in August and will be responsible for enterprise risk management and regulation as well as being part of the executive team driving the Group's ambitious digital transformation, strengthening its customer offering and delivering its strategic ambitions. Helen brings a wealth of expertise that will be instrumental to the Group in its continuation of growth and transformation.

Helen joins from Hiscox Ltd where she was Group Chief Actuary with responsibility for managing the actuarial teams across Hiscox's diverse insurance portfolio. Helen is an experienced insurance professional with an excellent track record for change delivery. She has a blend of strong technical acumen and detailed understanding of the UK insurance market and ecosystem.

Prior to this, Helen held the position of Director at KPMG. Throughout her time at KPMG Helen became recognised as a finance and actuarial transformation specialist as well as being the lead actuarial expert on a significant number of UK audits. She led large scale finance and systems change projects with Zurich Insurance, Aviva and Direct Line.

Helen will take over from Darren Boland who will be leaving the business after 9 years. Since his appointment as CRO in 2013, Darren has played a significant role developing a robust risk framework for our business as well as supporting several significant strategic commercial projects.

David McMillan, Chief Executive of esure, said:

"I am delighted to be welcoming Helen to the Executive Team at a pivotal time for the Group as we continue our transformation programme. Helen brings invaluable experience from the industry and will be a critical component of our team as we execute our strategy and deliver against the Group's ambitions to become a world class digital insurer. I am looking forward to working with her.

I would like to thank Darren for his significant support and contribution to esure over the years and in particular the support he gave me when I was new in role and wish him the very best for the future."

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About esure:

esure Group plc is a leading, digital, customer focused personal lines insurer. We are one of the UK's leading providers of Motor and Home insurance products through the esure and Sheilas' Wheels brands. Founded in 2000, we have the scale, heritage and expertise capable of inspiring the trust and confidence of our 2.5m+ customers, combined with the entrepreneurial mindset and agility of an insurtech. We are focused on using industry-beating technology, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of our customers – whoever they are.