

Changes to esure Group plc Board following acquisition by Ageas UK

Following the successful acquisition of esure Group by Ageas UK, changes to the composition of the esure Group Boards¹ have been confirmed. While esure will continue to operate with a separate Board, its structure will evolve to reflect the new ownership and strategic direction.

Alison Platt, Chair of Ageas UK, has been appointed Chair of the esure Board, succeeding Andy Haste. Andy joined the esure Board as Chair in early 2020 and, having overseen the transformation of the business and with the sale successfully completed, has now handed over his accountabilities to Alison.

Peter Shaw, who joined the esure Board as an Independent Non-Executive Director in 2017, will also step down as his maximum term concludes and the sale process is finalised.

Joining the esure Group Board are:

- **Ant Middle**, Chief Executive Officer, Ageas UK
- **Peter Martin-Simon**, Chief Executive Officer, esure Group
- **Alistair Smith**, Chief Financial Officer, esure Group
- **Ben Coumans**, Managing Director, Ageas Europe
- **Hans De Cuyper**, Chief Executive Officer, Ageas Group
- **Jonathan Price**, Chief Financial Officer, Ageas UK
- **Richard Jackson**, Independent Non-Executive Director

Speaking about the changes, Ant Middle, CEO of Ageas UK, said:

“I’m delighted to welcome Alison as Chair of the esure Board. Her leadership and strategic insight have been instrumental throughout this process, and I’m confident she’ll continue to bring great value as we move forward. I’d also like to thank Andy and Peter for their significant contributions to esure’s journey, they leave behind a strong legacy and have our sincere appreciation.”

Newly appointed CEO of esure Group, Peter Martin-Simon added:

“Andy’s support, perspective and counsel throughout such an important period of esure’s history, in which we’ve successfully delivered our digital transformation and secured this sale, have been invaluable and greatly appreciated by all of the esure executive team. We’ve also benefitted significantly from Peter’s experience and risk expertise and are grateful for him staying on to finalise the sale process, as his term concludes. Both leave with our gratitude, and I wish them all the very best for the future.”

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About esure Group plc

esure Group plc, part of Ageas UK, is one of the UK's leading providers of Motor and Home insurance products through the esure, Sheilas' Wheels and First Alternative brands. Founded in 2000, esure Group has the scale, heritage and expertise capable of inspiring the trust and confidence of their 2.2m customers, combined with the entrepreneurial mindset and agility of an insurtech. esure is focused on using their market-leading technology platform, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of customers.

To find out more visit www.esuregroup.com

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Notes:

¹esure Group Boards – together the Boards of Directors of esure Group plc, esure Insurance Limited and esure Services Limited.