

**18 January 2021**

**esure announces appointment**

esure Group ("esure" or the "Company") today announces that Elke Reichart has joined its Board of Directors as a Non-executive Director.

Elke has 29 years' experience in the IT industry and an impressive track record of driving large-scale business transformations on a global scale. In her current roles as CEO at TUI InfoTech and Chief Digital Officer at TUI Group, the world's leading tourism business, Elke is responsible for Group-wide IT solutions and implementation. Previously, Elke led the largest transformation programme to date at Hewlett-Packard, a multinational IT company, and held numerous senior roles in the technology and sales teams. Elke is passionate about encouraging more women to forge a career in technology; she was recently named in the Inspiring Fifty DACH Awards and won CIO of the Year in 2019.

**Andy Haste, Chairman, said:** "Elke's experience from outside the insurance sector and her passion for delivering innovative solutions through continuous customer engagement will bring a fresh perspective to the extensive financial services experience we have on the Board."

"I'm delighted to welcome Elke to the team as we gain momentum with our digital transformation programme and continue to deliver against our ambition to become a world class digital insurer."

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**About Elke:** Elke Reichart is an executive with 29 years experience in the IT industry with a passion for disruptive innovation. After graduating in Roman Languages and Literature, Economics and Applied Information Sciences at the universities of Gießen and Montpellier, France, Elke started her professional career as sales officer at Hewlett Packard (HP). Following several management positions at HP, she took over as Vice President for Strategy and Planning at HP's head office in Palo Alto in 2012. A year later, Elke headed an international team comprised of representatives from all divisions and global functions in the framework of a transformation programme at HP. From 2009 to 2016, Elke was a member of the Supervisory Board of HP Germany. After returning from California in 2015, she started to work as a business consultant for CureVac AG, a biotech company in her hometown of Tübingen. In December 2017, she was appointed a member of the Supervisory Board of Bechtle AG. More recently, Elke joined TUI Group, Germany in 2018 as Chief Digital Officer and the CEO of TUI's subsidiary TUI InfoTec. In her career, Elke has been awarded a number of accolades, including an Inspiring Fifty Award in 2019, DACH CIO of the Year in 2019 (3rd place) and is now a jury member of DACH CIO of the Year.

**About esure:** Founded in 2000, esure Group is one of the UK's leading personal lines insurers. The Group provides motor and home insurance products through the prominent esure and Sheilas' Wheels brands, and currently has a total of more than 2.4million policyholders. The Group is dedicated to building world-class insurance fundamentals across pricing and underwriting, claims and customer service, underpinned by data and analytics – the DNA of insurance. Looking forward, esure Group is progressing its digital transformation programme to become a world-class digital insurer, focused on the development of a new technology platform, its customer proposition and data assets.