

# AXA Assistance PRESS RELEASE

CHATILLON, 3 FEBRUARY 2015

## AXA Assistance adapts its organization to its new strategic ambitions

Under the leadership of Serge Morelli, Chairman and CEO, AXA Assistance Group has implemented a new organization to support its strategic ambitions.

The activities are now organized around four regions:

- Africa, Middle East-France & Mauritius region managed by **Corinne Guillemin**.
- Europe region, managed by **Bruno Jantet**.
- Americas region, managed by **Enrique Lamarca**.
- Asian region, managed by **Xavier Blanchard**.

Furthermore, four partnerships divisions have been created:

- The “Travel and Financial Institutions” partnership, including AXA Travel Insurance and WhiteConcierge companies, is managed by **Ghislaine Colella**.
- The “Health & Life” partnership is managed by **Bob Ewers**.
- The partnership division dedicated to “utilities, telecommunications, motor, P&C Insurers” is managed by **Jean-Luc Renson**.
- The “AXA” Partnership, which accounts for about one-third of the global activity, is managed by Franz **Régimbeau**.

The global transversal support functions have also been redefined as follows:

- The *Digital & Services* direction, managed by **Jean-Baptiste Faure**.
- The *Marketing, Brand and Communications* direction managed by **Florence Carrère**.
- The *international Human Resources* direction managed by **Lionel Jullien**.
- The General Secretary (including Finance, internal Audit, Legal, Risk Management, Procurement, Safety and Strategy) managed by **Franz Régimbeau**.
- **Jean-Marie Bouteville** is appointed Senior Advisor to Serge Morelli. He will also be in charge of a selection of key accounts.

This new organization main objective is to support AXA Assistance new ambition, namely in business development, particularly for travel and health activities. Another objective is to accelerate the development of digital within the AXA Assistance Group.

### About AXA Assistance Group

AXA Assistance is among the world leaders in providing assistance, with 1.2 billion Euros annual revenues in 2013 and 8.5 million handled files. Wholly-owned by the AXA Group, AXA Assistance is the global specialist provider in emergency response as everyday assistance in four business areas: Automotive, Travel, Health and Home & Personal Services.

Its 7,000 people are located in 33 countries and do business in over 200 countries.

They are intended to protect and reassure their customers by creating and providing best-in-class solutions anywhere, anytime.

This press release is available on the AXA Assistance website: [www.axa-assistance.com](http://www.axa-assistance.com)

#### Media Relations:

Esmeralda Zasy: +33.1.55.92.45.37  
Nadia Quentin: +33.1.55.92.11.30



**ASSISTANCE**

redefining / service