

### APRIL group:

## Philippe Arnaud takes over from Catherine Charrier-Leflaive as Chief Executive Officer of APRIL Santé Prévoyance (health and personal protection)

### Ludovic Cohen becomes Deputy CEO alongside him

**APRIL announces the departure of Catherine Charrier-Leflaive, who headed APRIL Santé Prévoyance for nearly a year. Philippe Arnaud succeeds her. Ludovic Cohen, Market Director at APRIL Santé Prévoyance, becomes Deputy CEO. This development takes effect on 1 November 2021.**

Philippe Arnaud, previously Director of Strategy with the APRIL group, takes over as Chief Executive Officer of APRIL Santé Prévoyance. He will bring with him his management experience in the health markets, acquired over the last few years with several leading players in insurance and health services, in France and abroad.

He will be backed up in his duties by Ludovic Cohen, who becomes Deputy CEO of APRIL Santé Prévoyance. Having arrived in June 2021 to speed up the group's expansion in loan insurance, individual health protection and the Pro TPE business [translator's note: TPE = très petite entreprise, in English very small business, or VSB], he remains in charge of market development.

Catherine Charrier-Leflaive holds on to the presidency of the APRIL Foundation, which since 2008 has focused its action on health protection with well-known players who work to preserve the health capital of French people across the nation.

*"APRIL Santé Prévoyance faces challenges that come with its ambitions and we will pursue and accelerate our transformation. We are determined to satisfy the requirements of our brokers and insured clients, in terms of the services, digital solutions and leadership actions that they expect from us,"* announced Philippe Arnaud.

*"With the APRIL Foundation, we have initiated some fine projects that I will be delighted to pursue as president. I wish APRIL Santé Prévoyance every success on its upward path,"* declared Catherine Charrier-Leflaive.

*"I thank Catherine for her contribution to the group. Philippe Arnaud will be able to count on teams that are fully committed to the service of our partner brokers and insured clients, especially with the aid of Ludovic Cohen, and reinforce our growth in these key markets for APRIL. We have great ambitions for APRIL Santé Prévoyance"* stated Eric Maumy, CEO of the APRIL group.

### Philippe Arnaud

A graduate of the Ecole Centrale Paris, Philippe Arnaud began his career with Paribas in securitisation then with Boston Consulting Group in Paris as a consultant providing advice on strategy. In 2003, he joined International SOS, specialised in health services, where he developed his entrepreneurial culture and took up managerial positions in Asia then at the world head office in London. In 2009, as the company saw strong growth in a context of change, Philippe joined the management board, in particular holding the positions of Sales Director in charge of products and sales promotion and Digital Director. In 2015, he was appointed



Managing Director for Eastern Europe, Middle East and Africa to oversee the acceleration of the development of 400 clinics across this territory.

In 2019, he joined Cigna, an international company specialising in health insurance, to manage strategy and acquisitions.

Philippe recently joined APRIL as its Director of Group Strategy. On 1 November 2021 he will also take up office as the CEO of APRIL Santé Prévoyance.

### **Ludovic Cohen**

A graduate of the Ecole Centrale Paris and the Centre d'Etudes Actuarielles, Ludovic Cohen started out as a consultant with Ernst & Young before developing his entrepreneurial spirit in co-founding Adtobook, an online marketing services platform for SMEs, in 2000. Ludovic Cohen has the benefit of solid experience in actuarial services, marketing and digital, which he acquired with Generali Assurances, Groupama Gan and Allianz, where he held the posts of Client Marketing Manager, Support, Optimisation and Marketing Innovation Manager, Personal Savings Director and leader of the "Ma Santé" (my health) ecosystem. He has held the position of Market Director with APRIL Santé Prévoyance since June 2021.

### **ABOUT APRIL**

APRIL is the leading wholesale broker in France with a network of 15,000 partner brokers. APRIL's 2,300 staff members aim to offer their customers and partners - individuals, professionals and businesses - an outstanding experience combining the best of humans and technology, in health and personal protection for individuals, professionals and VSEs, loan insurance, international health insurance (iPMI), property and casualty niche insurance. By 2023, APRIL aspires to become a digital, omnichannel and agile operator, a champion of customer experience and the leader in its markets.

The APRIL Group operates in 16 countries and recorded a turnover of €516 million in 2020.

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