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WEFOX APPOINTS LAURA ESCHRICHT AS CHIEF MARKETING OFFICER

wefox, the world's leading insurtech, has appointed Laura Eschricht as Chief Marketing Officer, with immediate effect.

Julian Teicke, CEO and Founder of wefox said: "It's a real pleasure to welcome Laura to the wefox team as CMO. She joins us at an exciting time as we continue to deploy our strategy to grow our business and keep more people safe. I have no doubt her extensive knowledge and experience together with her passion and energy will help realise our goals of new markets, new technologies and as always, insurance that is fit for purpose in today's world."

Eschricht is a seasoned marketing professional with over 15 years of global experience that spans both the beauty and fashion industries with B2B and B2C environments, and includes leading e-commerce retailer Zalando, and global beauty brands amika and Moroccanoil.

"I am excited to join wefox and play my part in the insurance revolution," said Ms Eschricht. "I want to make wefox insurance a truly global product, helping to prevent risk worldwide and keeping more and more people safe. The insurance industry is ripe for a digital transformation as wefox has already proved. I want wefox to become a household name in the global insurance industry. I want wefox to stand for competence, trust and simplicity in the minds of the people we keep safe and, I want to be the most trusted partner for our brokers."

In July this year, wefox successfully closed a series D round of US\$400m giving the company a post-money valuation of US\$4.5bn.

ABOUT WEFOX

[GER]

wefox. Insurance. But simple. #1 insurtech der Welt.

wefox wurde 2015 von Julian Teicke, Fabian Wesemann und Dario Fazlic gegründet. wefox ist eine kategoriedefinierende Insurtech-Plattform, die Versicherungsunternehmen, Vertriebspartner und Kunden verbindet, um der Welt einen einfachen Zugang zu digitalen Versicherungslösungen zu ermöglichen. Das Ziel: die Sicherheit der Menschen zu gewährleisten, indem Versicherungen durch Technologie 10x besser gemacht werden. wefox ist die Muttergesellschaft der wefox Insurance, dem hauseigenen regulierten Versicherungsunternehmen.

[ENG]

wefox. Insurance. But simple. The world's #1 insurtech.

wefox was founded in 2015 by Julian Teicke, Fabian Wesemann, and Dario Fazlic. wefox is a category-defining insurtech platform that is connecting insurance companies, distributors, and customers, to give the world simple access to digital insurance solutions. The goal is to keep people safe by making insurance 10x better through technology. wefox is the parent company of wefox Insurance, which is the in-house regulated insurance carrier.

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