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# WEFOX APPOINTS RENE BESENBÄCK AS NEW HEAD OF SALES IN AUSTRIA

wefox, the world's leading insurtech, has appointed Rene Besenbäck as Head of Sales in Austria, with immediate effect.

Rene Besenbäck will be responsible for delivering sales for wefox Austria and working closely with the Head of Country, Rainer Vogelmann, in building the business to become the number one insurtech in Austria.

Rene brings extensive retail management experience in the insurance and risk-mitigation product spheres. For nine years he worked for the multinational company Aon as Managing Director for sales and special solutions.

Rainer Vogelmann, Country Lead of wefox Austria said: "We are focused on driving sustainable revenues and profitability in 2023, and so we are doubling down on high-performance sales teams, which is why we hired Rene, whose impressive sales expertise and insurance industry experience will allow us to grow faster in one of our key regions."

Rene Besenbäck said: "I am really excited about the opportunity to bring an innovative and sustainable approach to the insurance industry in Austria, being pretty sure that the added value of wefox' technology will lead clients, partners and insurance companies to a more efficient approach to deal with insurance and risk. I am looking forward to joining the wefox team and continue improving our business in Austria and across Europe."

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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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