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WEFOX APPOINTS DR. GÜNTHER BLAICH AS COUNTRY HEAD FOR GERMANY

wefox, the world's leading insurtech, has announced the appointment of Dr. Günther Blaich (46) as the Country Lead for Germany. Effective immediately, Dr. Blaich will be responsible for leading wefox Germany and driving the company's growth and profitability strategy.

Dr. Blaich brings with him an impressive insurance pedigree, with over two decades of experience in various senior management roles in sales, product management, and operations within the Swiss Life Group servicing the sales organisations horbach, Proventus, tecis, and Swiss Life Select. Prior to joining wefox, Dr. Blaich was Managing Partner for Franke und Bornberg Research in Germany, where he was responsible for the expansion of their platform strategy.

Peter Huber, Chief Insurance Officer of wefox, said: “We are delighted to welcome Dr. Blaich to our team. His management experience in financial services product worlds and his expertise, especially in process optimization, are second to none. The affinity business is also an important part of our hybrid sales strategy and has remained completely untouched in Germany. With Dr. Blaich, we now have a new colleague who shares our passion for digital sales processes.”

wefox focuses on indirect distribution (B2B), which also includes the affinity business in which insurance products are distributed through selected partners in other industries and can often be embedded in existing products.

Dr. Blaich said: “wefox has the broadest distribution of its business lines in the German insurance market. In addition to process optimization, we will also focus on the implementation and linking of these business models in the future in order to form the basis for the development of the upcoming wefox platform. That's why I'm all the more pleased to have found a team in wefox that combines their top experience from the classic insurance world with their identity as a technology company. For me, the wefox principle is not a one-hit wonder, but the future.”

Julian Teicke, CEO of wefox said, “We are very pleased that Dr. Blaich will strengthen our team in Germany. He is the latest in a line of appointments by insurance industry figures. His experience and knowledge will make an important contribution to leading our German business to sustainable earnings and profitability by 2024.”

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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