



Media release

Sympany strengthens its Executive Board

Sympany is strengthening its Executive Board to focus even more on its customers: from 1 January 2012, the three new market functions – Sales, Products & Marketing, and Benefits – will be represented directly on the Executive Board.

Basel, 17 November 2011 – Sympany is adding new positions to its highest management level to represent the newly created Sales, Products & Marketing, and Benefits business lines.

The two new Executive Board members are Carlo Vegetti as Head of Sales and Dr Franz Josef Kaltenbach as Head of Products & Marketing. The Head of Benefits position has yet to be filled. Each of the new market functions is responsible for the company's private as well as corporate customer business. They replace the current Market business line that CEO Dr Ruedi Bodenmann has been heading on an interim basis.

Mr Vegetti (50) has many years of experience in direct and broker sales channels, as well as in managing sales organisations. After receiving his MBA, the mechanical engineer built up a sales organisation for AWD in several regions of Switzerland. From 2006 he headed Education and Training for the Swiss market at Swiss Life, where since 2009 he has served as Executive Director for areas including the broker channel and currently heads the AWD sales channel.

Dr Franz Josef Kaltenbach (54) is a proven insurance expert with many years of diverse experience serving private and corporate customers and steering strategic projects. He is a mathematician and from 1991 held a variety of positions at Baloise Insurance. In 2003, he became a member of the Executive Committee of the Corporate Division Switzerland with responsibility for private and business customers. He has been a self-employed business consultant since 2010.

Sympany is strengthening its Executive Board with two seasoned insurance specialists and with its new market functions will be able to focus even more on its customers. Dr Ruedi Bodenmann comments on this development: "Together with the two current Executive Board members, I look forward to working with our new colleagues and would like to already welcome them warmly here and now to the Executive Board."

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About Sympany

Sympany is the “refreshingly different” insurance cover that provides made-to-measure protection and assistance, with no red tape. Sympany offers health and accident insurance for individuals and companies, and in May 2009 added property and liability insurance to its product range.

Sympany grew out of the ÖKK Basel and other health insurance companies. Sympany's head office is in Basel. Total premium volume in 2010 was CHF 975 million. Employing around 600 people, the company caters to the needs of more than 240,000 private customers, of whom around 214,000 have basic insurance cover. Sympany has 11,500 companies in its corporate customer portfolio.