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## PRESS RELEASE

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Paris, Septembre 5, 2019

### **Alexandre Rispal joins La Parisienne Assurances as Chief Revenue Officer to support and develop the ambition of the digital insurer.**

**He replaces Denis Thaefer who is appointed Chief Mission Officer with the objective of accompanying La Parisienne to achieve its goal of becoming a BCorp Company.**

#### **A fast-growing insurance technology company**

La Parisienne Assurances develops tailor-made, white-label property and casualty insurance products that meet the expectations and new consumption needs of the customers of its distribution partners. The company, which has grown by more than 40% per year for more than 6 years now, achieved a gross written premiums of €311 million in 2018, 40% of which was generated internationally, in 13 European countries.

La Parisienne Assurances launched its IPaaS (Insurance Product As A Service) technology platform in April 2018: it gives distributors direct access to its insurance solutions offered in the form of APIs (pricing, contract management, claims management, etc.), for an easy integration into their customer experience journey. In addition, its private blockchain allows to automate policy and claims administration for its parametric products.

#### **A new face to boost the company's growth ambitions**

La Parisienne Assurances' technological profile and strong growth ambition are strengthened with the arrival of a **new Chief Revenue Officer, Alexandre Rispal**, 37 years old.

This appointment aims to support the growth and innovation of the company's tailor-made products, such as on-demand and parametric insurance, but also to develop the network of non-traditional distribution partners (e.g. e-commerce, travel, collaborative economy, etc.) in France and abroad.

Alexandre will therefore be in charge of accelerating the internationalization and development of the company's partners along its various strategic lines: traditional (affinity, property damage, mobility), Usage Based Insurance, and parametric.

Alexandre Rispal held senior positions in strategic marketing, products and innovation for thirteen years with Crédit Agricole Assurances, Macif and Société Générale Assurances. He was named Young Manager of the Year 2017 by the Insurance Trophies Awards.

He co-founded and directed Moonshot-Internet, insurtech dedicated to parametric products, ranked in Fintech Global's Top 100 worldwide, signing more than 20 partnerships. Influencer of the world of fintechs and insurtechs, he is also author of a book on Insurance Marketing published by *Argus de l'Assurance* and he is a contributor at Forbes France.

Alexandre graduated from Sciences-Po Lille (Public Administration) in 2005, and obtained the Leadership and Business certificate from INSEAD in 2016.



## A natural appointment to develop and embody the company's mission

**Denis Thaeder**, Chief Revenue Officer of La Parisienne since 2013, will take on new responsibilities within the company for which he has made a significant contribution to its success and development by bringing it into the top 20 French P&C insurers in 2018.

He initiated the new distribution partnerships with entities like Zego, Qover and Luko, disruptors of the European insurtech industry, with whom he developed insurance products for the GIG Economy. Denis also signed the first pan-European distribution agreements and contributed to La Parisienne's geographical expansion in more than 13 countries.

Convinced that commercial and financial results are not the only objectives pursued by the enterprise, the company's mission has been put back at the core of the strategy. **Denis Thaeder**, appointed **Chief Mission Officer**, will drive this new ambition with the objective of enabling the digital insurer to become a BCorp Company, to define precise commitments to deliver impactful and transparent products, and to include its *mission statement* in its articles of incorporation in 2020.

His experience of the insurance market, his knowledge of distributors' expectations and their customers will enable him to implement best practices, define the company's mission trajectory and commitments in line with the company's development.

*«Translating our beliefs about what our company's societal impact should be, is for me a major challenge for our future value proposition and for our strategic choices, in particular in the establishment of new partnerships based on these principles.»*

**Denis Thaeder** Chief Mission Officer of La Parisienne Assurances

*«I am particularly proud to join La Parisienne Assurances, a leading insurtech company in Europe, which, through its platform, embodies the insurance of tomorrow, in this period of intense development and transformation of insurance consumption trends. This new responsibility is an extraordinary challenge and represents a new and very exciting entrepreneurial adventure in line with my values and previous experiences.»*

**Alexandre Rispal** Chief Revenue Officer of La Parisienne Assurances

*«I am convinced that Alexandre will enable us to increase our footprint in France and abroad thanks to his deal-maker know-how, particularly in new markets such as usage based insurance and parametric products, which he has already extensively developed at Moonshot. I would like to thank Denis for pursuing the adventure with us by accepting the ownership of this key mission for the future of La Parisienne, and for allowing us to significantly change the way things are done, particularly on the market's pain-points that I have long condemned, such as the lack of transparency or the complexity of the products, and on more personal beliefs, which are important to me, such as making our solutions available to the most vulnerable populations.»*

**Olivier Jaillon**, Chief Enablement Officer of La Parisienne Assurances



*La Parisienne Assurances is a fully digitalized insurer that develops and distributes tailor-made, white-label property and casualty insurance products in 13 European countries through a wide range of distribution partners: traditional brokers, Insurtechs, e-commerce players and retailers.*

*Innovative, usage based or parametric, its customized insurance solutions are provided in the form of APIs to be easily and quickly integrated into its distributors' digital platforms. This complete digitalization of pricing, contract management and claims payment through its APIs and private blockchain allows La Parisienne to launch tailor-made and competitive products on the market in less than 10 weeks.*

*In strong growth for several years now, the company achieved a turnover of €311M in 2018, an increase of more than 40% compared to 2017, 40% of which on the European market.*

*Managed by Olivier Jaillon, La Parisienne Assurances is now one of the top 20 property and casualty insurers in France.*

[www.la-parisienne.fr](http://www.la-parisienne.fr)

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