

Ethias: an Executive Committee in line with its ambitions

With the approval of its Board of Directors and subject to the agreement of the National Bank, Philippe Lallemand, CEO of Ethias, is reinforcing the company's Executive Committee. New members will join shortly. This reinforcement will support the acceleration of the Group's development.

When he took the reins of Ethias, Philippe Lallemand embarked on a policy of continuous transformation. In this context, new competencies are being added to the insurance company's Executive Committee today. Benoit Verwilghen, the current Vice-CEO, will soon take over the general management of EthiasCo and Cécile Flandre will take on other challenges outside the group now that she has fully completed her mission as CFO. Their departure has entailed several top-level reflections.



"Since 2017, we have reviewed the strategic foundations, mission and values of the company. We have set out an ambitious 'Triple Number One' strategy: n° 1 Digital, n° 1 Direct & n° 1 Public Sector. We have implemented a Group approach while strengthening our Brand Purpose. Building on the successes achieved since then and on the company's current strengths, Ethias is now continuing to move forward. The diversification of profiles, the rejuvenation of the executive team and the integration of new skills should enable us to meet the new challenges with equal success. Today, we have a committed and motivated staff, and financial indicators that are in the green. This is confirmed by the Fitch rating agency, which gave our rating a double increase with the upgrade to 'A, Positive Outlook' last spring. My intention is clearly to draw on these strengths in order to intensify the development of the Group's strategic line, but also to further accelerate the digitalization process and the roll-out of new ecosystems. And all this from a phygital approach that is more than ever at the service of all citizens."

Philippe LALLEMAND, CEO of the Ethias Group

Group Strategy, Sustainability & Customer Proximity: 3 priorities at the heart of the reflection

Wilfried Neven becomes the **new Vice-CEO** and assumes the key role of **Chief Customer Experience Officer**. He will be in charge of the commercial development for all markets.

Nicolas Dumazy, Chief Strategy & Data Officer, is entrusted with developing the strategy of the Ethias Group as well as innovation and data. As his mission also includes corporate social responsibility, he will strive to strengthen the ESG (*Environmental, Social & Governance*) aspects at all levels of the Group.

To accelerate its digital transformation, Ethias is counting on **Izabella Molnar**, recently recruited as **Chief Digital Transformation Officer**. She will lead the IT division and continue the transformation and digitization of the company.

The drive to give ever greater priority to the customer is also reflected in changes to the Back Office. As **Chief Claims & Delight Officer**, **Luc Kranzen** is now entrusted with the development of customer delight in all the Claims departments.

Our mission: making insurance easier so as to bring you security, peace of mind and freedom of initiative, with innovative services and products. As partner of your daily life, we put our expertise and our energy at your service.

Reinforcing control and strengthening the investment policy

Capitalizing on the company's excellent results, the Executive Committee is also being strengthened in terms of optimizing management control, expenses and budgets with the arrival of **Maryline Serafin** as **Chief Financial Officer**.

Asset management will in turn be ensured by **Joris Laenen**, another newcomer to the Executive Committee. As **Chief Investment & Life Officer**, he will also be responsible for the development of the "Life" business.

Benoît-Laurent Yerna remains the **Chief Risk Officer**, having already assumed this responsibility with verve.

"With this new composition, I am surrounded by a solid and motivated team, ready to take on the challenges of the coming years," says the CEO.

In addition, Maryline Serafin and Wilfried Neven will join Ethias SA's Board of Directors as executive directors, subject to ratification by the General Assembly. They will be joined on the Board by Claude Melen. As an independent director, she will replace Philippe Donnay, who died suddenly on October 29.

Four new directors: portraits



Izabella Molnar

Izabella Molnar knows the insurance sector well! She was head of the business unit Banking & Insurance at Gfi Belux, Senior Director Financial Services at Capgemini and Managing Director at Accenture. Hence, Izabella has extensive experience in steering transformations, leveraging IT solutions and developing new business. Being both an inspiring and results-oriented leader, Izabella is highly committed to everything she does.



Maryline Serafin

Maryline Serafin holds a Master's degree in Business Administration and was active in various internal and external audit positions. She then became head of the Central Inspection Team at the FSMA. End-2018, Maryline joined Ethias as Head of Internal Audit. She has recently joined the General Secretariat team, where she is in charge of monitoring strategic files for the CEO. Maryline attaches great importance to respect for others. She distinguishes herself through her team spirit, high standards and great courtesy. It is in this same spirit that she will take up her new functions.



Nicolas Dumazy

Nicolas Dumazy has a Master's degree in Economic and Commercial Sciences and a training in Insurance Management. He knows the Ethias Group well since he held various management positions before becoming Head of Corporate Office in 2017, and Chief Strategy & Data Officer in 2019. Nicolas is known for always anticipating new solutions with a societal focus. His colleagues appreciate his strategic vision, his method based on a strong work ethic and collective intelligence (*co-creation*) and his values, in which the human aspect is central.



Joris Laenen

Joris joined Ethias in March 2019 as Head of Asset Management. For most of his career, Joris was active in the financial markets, including several years as CEO of Belfius Investment Partners, a company responsible for the management of SICAVs and investment funds. Joris is from the city of Geel and has an education in economics/history. He takes a keen interest in political and economic news. He is a pragmatic and results-oriented person on whom the departments Life and Investment can rely.

The new Executive Committee will be composed as follows:

- **Philippe Lallemand**, CEO and executive director of Ethias SA and Chairman of the Board of Directors of NRB, the group's IT & Technology subsidiary
- **Wilfried Neven**, Vice-CEO, Chief Customer Experience Officer and executive director of Ethias SA
- **Nicolas Dumazy**, Chief Strategy & Data Officer
- **Luc Kranzen**, Chief Claims & Delight Officer
- **Joris Laenen**, Chief Investment & Life Officer
- **Izabella Molnar**, Chief Digital Transformation Officer
- **Maryline Serafin**, Chief Financial Officer and executive director of Ethias SA
- **Benoît-Laurent Yerna**, Chief Risk Officer and executive director of Ethias SA

For more information or to request an interview with one of our experts, please contact our press officer Serge Jacobs (com@ethias.be / 0475 98 31 37).

For multimedia elements: [click here](#)

For images of Philippe Lallemand, CEO of Ethias: [click here](#)