



**Press release:**

## **Tryg hires new CFO from ISS**

**Barbara Plucnar Jensen joins Tryg from a position as CFO for ISS' largest markets in UK and Ireland.**

Tryg hires a new CFO from UK. Tryg has chosen a strong financial profile, Barbara Plucnar Jensen, who, in addition to her experience from ISS' UK and Irish markets, has a solid experience within the areas of investments and treasury.

- With Barbara Plucnar Jensen on board, Tryg will get an extremely professionally competent CFO – as well as a modern CFO. She will be able to contribute with a broad strategic perspective not only within the financial area, because of her background within sales, service and strong customer focus. We consider it a big advantage that Barbara is experienced within other industries than insurance as she can contribute with new perspectives on operations, says Morten Hübbe, Group CEO in Tryg.

Also, he attaches great importance to the fact that Tryg's new CFO has grappled with a large foreign market such as the British one, where competition is strong and the pace of change is high.

She will be responsible for continuing the strong financial management through the digital transformation, which is well advanced in the Tryg Group.

Barbara Plucnar Jensen is 47 years old and graduated as Master of Finance in 1996 from the University in Copenhagen. She will be joining Tryg from a position as CFO for ISS's largest market in UK and Ireland, and before her nine year-long career in ISS, she has also worked thirteen years in various leading positions in Danske Bank.

About the job in Tryg, she says:

- I look forward to getting started on the new tasks which lie ahead of me. Tryg is a company with a rapid development in the middle of the largest digital transformation ever with the aim of making it more simple to be an insurance customer – as well as a company with focus on innovation and development of the whole business. I look forward to contributing to this development with new perspectives, says Barbara Plucnar Jensen.

She will be part of Tryg's Executive Board, which will then consist of Group CEO, Morten Hübbe, Group COO, Lars Bonde, Group CCO, Johan Kirstein Brammer and Group CFO Barbara Plucnar Jensen.



Barbara Plucnar Jensen will be succeeding Christian Baltzer, who is leaving Tryg for a position as Group CFO in Danske Bank. Her first day in Tryg will be on 1 March 2019. As Christian Baltzer is leaving Tryg on 14 October 2018, during the intervening period the position as CFO will be handled by Ulrik Andersson who has been employed in Tryg for 18 years of which 12 years within Group Finance – the last six years in positions as Financial Director and Sales Director in Tryg's corporate division.

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