



Press release:

Tryg expands the Executive Board

Due to the launch of Tryg's new, ambitious 2020 strategy and the recent acquisition of Alka, CEO, Morten Hübbe, has appointed Johan Kirstein Brammer to Chief Commercial Officer (CCO) in Tryg. This appointment means that Johan Kirstein Brammer will be part of the Executive Board effective today.

Johan Kirstein Brammer comes from a position as Senior Vice President of Tryg's Danish Private Business. In the two years, he has been with Tryg, he has brought about a significant commercial change of our Danish Private Business. He has created growth in all eight quarters, increased earnings, fulfilled our customer targets and created balance in the development of customers.

- Johan's results speak for themselves. I look forward to the whole Group benefitting from his strategic and commercial experience. Especially in connection with the execution of our new strategy – but also our acquisition of Alka – the largest insurance transaction in twenty years – which provides us with new business opportunities across the Group, says Morten Hübbe.

The acquisition of Alka has opened an opportunity to make a management reshuffle which both strengthens Tryg's Executive Board and the continued positive development of Tryg's largest business area, Private Denmark in that Johan Kirstein Brammer will be replaced by Henrik Grønberg, Alka's CEO.

After the approval of the Danish competition authorities and Tryg's final acquisition, he will begin as the Director of the Danish Private Business area, which in future also includes the overall responsibility for Alka.

- Henrik has created an impressive, profitable growth in Alka, hand in hand with the highest customer satisfaction in the business. Also, he has come a long way with digitalisation of Alka's business, making it simpler to be a customer. We can no doubt benefit from that in Tryg, says Morten Hübbe.

Until the approval of the acquisition is final, Johan Kirstein Brammer will maintain the responsibility for Tryg's Private Business as well as his other responsibilities as part of Tryg's Executive Board.

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