

Zurich appoints Patrick Cohen to the position of Head of Customer and Distribution for its General Insurance business

Zurich, July 17, 2014 – Zurich Insurance Group (Zurich) announces the appointment of Patrick Cohen (French citizen) to the position of Head of Customer and Distribution for its General Insurance (GI) business. In this position, Mr. Cohen will continue to push profitable growth and accelerate customer focus as per Zurich's 2014-16 strategy. He will drive sales and customer strategy for GI including distribution channels and broker management. Mr. Cohen will report to Mike Kerner, CEO General Insurance and will continue to be located in Zurich, Switzerland.

Patrick Cohen joined Zurich in May 2012 as Head of Customer Office for GI and then became Chief Marketing Officer for GI in January 2013. Before joining Zurich, he held senior commercial and marketing roles with GE Capital, McKinsey and PepsiCo. Mr. Cohen has a Master of Science in Marketing from the Ecole Supérieure de Commerce de Paris.

Further information

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Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With more than 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded



in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

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