

Zurich appoints leader of newly integrated communications and public affairs function

Zurich, March 28 2017 – Zurich Insurance Group (Zurich) announced today that it has appointed Francis Bouchard to the new position of Group Head of Communications and Public Affairs. The position reflects the forthcoming integration of the communications and public affairs functions. Mr. Bouchard will take up his position on July 1 and will report directly to Zurich's Chief Executive Office Mario Greco.

Mr. Greco said: "At a time when new technologies are transforming the media landscape and messaging is no longer contained to siloed audiences, ensuring consistent communications across stakeholder groups is critical. Francis has a deep understanding of the requirements for engaging stakeholders in this new environment. He also has extensive knowledge of the insurance sector and of Zurich, having previously worked for the Group for 17 years in a number of global roles including as Global Head of Corporate Communications and subsequently Global Head of Government & Industry Affairs. We are very pleased that Francis has agreed to return to Zurich to run this newly integrated function."

"The world is undergoing such profound changes – ranging from economics and regulation to technology and consumer attitudes – that a global firm as Zurich with its deep expertise needs to be part of the dialogue," said Mr. Bouchard. "That's why I'm thrilled to be taking up this role at Zurich at such an exciting time, both for the company and for the communications and public affairs functions."



Further information

Biography - Francis Bouchard

Mr. Bouchard previously first joined Zurich in 1998 and held a series of global roles across the Group, including Global Head of Corporate Communications (January 2006 to May 2010), and Global Head of Government & Industry Affairs (April 2012 to May 2015). In addition, he also held global market-facing roles with General Insurance and Global Corporate, and led the Public Affairs function in the U.S. Since leaving Zurich in 2015, he joined Hamilton Place Strategies, a Washington, DC-based public affairs firm, and recently established his own strategic communications consulting practice. He was appointed a Non-Resident Senior Fellow at the Atlantic Council think tank, and is chairman of the disaster recovery and resilience non-profit entity SBP.

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With about 54,000 employees, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid-sized and large companies, as well as multinational corporations. 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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