

Generali Vietnam announces new Chief Executive Officer

Ho Chi Minh City – Generali Vietnam Life Insurance Co., Ltd. (Generali Vietnam) is pleased to announce the appointment of Nguyen Phuong Anh as Chief Executive Officer*.

Prior to her appointment as CEO of Generali Vietnam, Nguyen Phuong Anh held various senior leadership roles in the life insurance and banking industries across diversified distribution channels of retail banking, digital commerce, marketing, distribution training and partnership distribution including Bancassurance and corporate Agency.

Nguyen Phuong Anh has extensive technical and managerial expertise. Her knowledge of market insights, coupled with strong leadership skills and a customer-centric mindset are well suited to lead Generali Vietnam in pursuing a sustainable growth strategy and achieving the company's ambition of becoming "Lifetime Partner" to customers.

Jaime Anchustegui Melgarejo, CEO, Generali International commented, "We are glad to confirm Nguyen Phuong Anh's appointment and her ability to further develop our plans and presence in Vietnam. Being the profitable growth engine for our Group in the coming years, Asia is a critical region and we are committed to investing in our people to strengthen our leadership in accordance with our Lifetime Partner 24 strategy."

"Congratulations to Nguyen Phuong Anh on her appointment as CEO of Generali Vietnam," said **Rob Leonardi, International Asia Regional Officer**. "Her extensive experience and track record in Asia is fully aligned to the growth plans of our Vietnam business and I'm confident that under her leadership our presence in this important market will continue to develop sustainably."

"I am truly excited for this appointment by Generali Group," says **Nguyen Phuong Anh**. "Our business in Vietnam has gone from strength to strength and I'm looking forward to keeping this momentum and continuing to serve our valued customers in the country. As their Lifetime Partner, I'm eager to work with our teams to further deliver the standard of customer experience we've come to be known for."

* **Subject to the approval by the Local Regulator**

GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 81.5 billion in 2022. With 82,000 employees serving 68 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

GENERALI VIETNAM

Generali Vietnam is a member of Generali Group, established in Vietnam in 2011, with the motto of "Simpler, smarter, customer-centric", Generali Vietnam has quickly established itself as a leading life insurer in the country with strong focus on product development and customer experience, persistently pursuing the ambition of becoming "Lifetime Partner" to customers. Generali Vietnam takes pride in its preeminent, diverse product portfolio that meets every customer's need and its market leading R-NPS score – measuring customer satisfaction. With diverse distribution channels and a nationwide network of more than 100 GenCasa (agency offices) and customer service centers, Generali Vietnam is serving nearly 500,000 clients across the country.

Generali Vietnam has continuously reaffirmed its success and contribution with prestigious awards and recognition: 2017 – 2023 "Golden Dragon" by the Vietnam Economic Times with the recent titles in 2021-2023 being Insurer with best customer experience in Vietnam"



“Leading investment-linked insurance product provider in Vietnam” & “Leading health insurance and customer experience provider in Vietnam”; “Top 100 Vietnam Best Places To Work” in 2021 & 2022 by Anphabe; “HR Excellence” at the Vietnam Excellence 2021 Certification Program; “Excellence for Employee Wellness” and “Best Talent Management Strategy” at the Vietnam HR Awards 2022; “Inspirational Brand” at the Asia Pacific Enterprise Awards 2021; “Marketing Campaign of the Year” for the “Sống Như Ý” campaign by InsuranceAsia News; “Marketing initiative of the year” for the “Lời cầu hôn thứ 2” (The second proposal) brand campaign at the Insurance Asia Awards 2022; organizational and individual commendations from the Minister of Labor, Invalids and Social Affairs in recognition of outstanding contributions to Covid-19 emergency responses and Vietnamese children’s well-being and protection in 2020 & 2021; “Saigon Times CSR” certifications for outstanding community contributions in 2020, 2021 & 2022.

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