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Three new members appointed to Sanitas Executive Board

The Board of Directors of Sanitas Beteiligungen AG has appointed three experienced managers to the Executive Board: Elias Frühauf, Rolf Fischer and Kaspar Trachsel. These three insurance specialists will work with the current members of the Executive Board to rapidly drive forward the key topics of innovation and customer satisfaction in line with the needs of the market.

The Board of Directors of Sanitas Beteiligungen AG recently announced the Sanitas 2022 strategy. The key components of this strategy are innovation and customer satisfaction. Sanitas therefore believes that innovation must be represented on the Executive Board as a division in its own right. IT, an essential component of efforts to implement innovation, is also to be firmly established on the Board.

Sanitas has therefore decided to split the existing Business Development division into the transformation unit Innovation & Business Development and the infrastructure unit IT. Following an extensive selection process, Sanitas is pleased to present the three new members of the Executive Board:

- Elias Frühauf (35) is currently the interim Head of Sales & Marketing. He was previously Area Manager of Omni-Channel and Customer Experience at Sanitas. Elias Frühauf will head the new Innovation & Business Development division as of 1 September 2018.
- Rolf Fischer (50) is a successful and dynamic IT specialist with many years of experience in the insurance and banking industries. He will take over as head of the new IT division by 1 August 2018.
- Kaspar Trachsel (44) is a financial services professional with many years of leadership experience in sales and marketing. As a member of the management board of health insurer Atupri he is extremely familiar with the health insurance industry. Kaspar Trachsel will take over as Head of the existing Sales & Marketing division on 1 September 2018.

We are confident that the new management structure will play a highly effective role in facilitating implementation of the company's strategy. Interim CEO Otto Bitterli: «Following the recently communicated changes in personnel, we are delighted to welcome the three new members of the Executive Board. We are now excellently positioned in terms of personal and professional skills. I'm convinced that the executive board and the teams represented on it will be able to rapidly drive forward and concretise our endeavours in innovation and customer satisfaction.»

About Sanitas

The Sanitas Group (www.sanitas.com/en) comprises basic insurance (Sanitas Grundversicherungen AG, Compact Grundversicherungen AG) as well as supplementary insurance (Sanitas Privatversicherungen AG). With around 822,500 customers and a premium volume of around CHF 2.66 billion, Sanitas is one of the biggest health insurers in Switzerland.

Further information

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