

**SERGE COREL APPOINTED MD OF MONDIAL ASSISTANCE UK**  
**Focusing on e-commerce to cross-sell its roadside assistance and warranty solutions**

Mondial Assistance UK appoints Serge Corel as its Managing Director and the driving force behind its continued e and m-commerce development strategy. In his new role, Serge will remain focused on delivering high class solutions to its automotive clients but will build on taking its core roadside assistance and approved used warranty solutions to new markets, including telecoms and financial services.

Serge replaces Mike Webb, who has become CEO of Mondial Assistance UK and Ireland, and Regional Director of other Mondial Assistance business units across the globe. Serge joined Mondial Assistance UK in 1997 as Finance Manager and quickly became Finance Director. Prior to joining Mondial, Serge worked in his home country, France, for France Secours IA a subsidiary of the Mondial Group. This was a similar operation to Mondial Assistance UK and gave him a strong grounding in the motor industry. He has also worked for Valeo and Ernst & Young.

During his successful career in the UK, Serge has worked alongside Mike Webb and the executive board of directors to bring to market Mondial's warranty schemes. Today it's the UK's 2<sup>nd</sup> largest provider of manufacturer approved used warranty schemes and remains the 4<sup>th</sup> largest roadside assistance provider.

Serge says, "This is an exciting new role for me, as the opportunities for Mondial Assistance to cross-sell its motor expertise to new markets has never been more timely. More and more brands are looking to extend their core offerings in a bid to bring their customers a lifestyle offering that ties them to the brand. Take for

example TomTom and HSBC who both offer Roadside Assistance, administered through us, as an added-value service to their customers.

“Embracing new technology is a vital element of our development strategy and has been central to our ongoing success. M-commerce has been high on our agenda, resulting in the launch of Direct Assist which has brought SmartPhone technology to the UK assistance industry.

“However, the challenge is to maintain the same level of innovation and stay ahead of the game. Our online Quote-to-Buy motor warranty is a clear example of how we can launch new products that answer the needs of the market, whilst build our portfolio of lifestyle services that can benefit any brand and its customers.

“Despite an ever-changing market, Mondial Assistance continues to be a B2B2C provider of roadside assistance and warranty solutions that enhance customer service, build brand loyalty and retention, whilst harness the power of technology to bring these services to market.”

END

**June 2010**

---

## **Mondial Assistance: an intervention every 2 seconds around the world.**

---

International leader in Assistance, Travel Insurance and health, life & home care services, today the Mondial Assistance Group counts more than 10 231 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

[www.mondial-assistance.com](http://www.mondial-assistance.com)

### **Press contact :**

For further press information please contact:

Maraot Tomkinson. Ammina Hamed. Justine Hoadley or Jen Staniforth

#### **Cautionary Note Regarding Forward-Looking Statements:**

Certain of the statements contained herein may be statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words 'may, will, should, expects, plans, intends, anticipates, believes, estimates, predicts, potential, or continue' and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Allianz Group's core business and core markets, (ii) performance of financial markets, including emerging markets, (iii) the frequency and severity of insured loss events, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) the extent of credit defaults (vii) interest rate levels, (viii) currency exchange rates including the Euro-U.S. Dollar exchange rate, (ix) changing levels of competition, (x) changes in laws and regulations, including monetary convergence and the European Monetary Union, (xi) changes in the policies of central banks and/or foreign governments, (xii) the impact of acquisitions, including related integration issues, (xiii) reorganization measures and (xiv) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of terrorist activities and their consequences. No duty to update. The company assumes no obligation to update any information contained herein.