

## **Online Travel Insurance:**

### **Mondial Assistance Group boosts its e-Commerce team**

Paris, September 25, 2006

**Ron Hemelrijk, Xavier Mauriac and Madjid Benchaïba have joined Mondial Assistance Group's International Sales Travel Division. Their respective positions are New Business Development Manager, Key Accounts Manager, and e-Commerce Manager, responsible for the technical interface accompanying commercial project development.**

The team has a dual mission: to actively monitor market needs and evolutions in order to respond to all new emerging commercial opportunities, and to accompany existing clients in the development and deployment of their international sales. Reporting to Erick Morazin, Director of International Sales for all travel related activities, all three have solid experience holding international positions with Mondial Assistance Group. «*Today e-Commerce already represents more than 20% of the Group's Travel turnover. The tremendous potential harboured by the Internet channel requires not only significant technical investments but also dedicated commercial resources*», Erick Morazin declares. Combining technical expertise in e-commerce issues with multi-country development experience, this team's job is to accompany international and local teams in their efforts to install customised solutions for different client groups (airline companies, hotel chains, travel agencies, Tour Operators and international distributors...).

**43-year old Dutchman, Ron Hemelrijk**, who has an Insurance and Management degree, began his career in 1998 as Manager of Claims Services with Elvia Reiszekerings, a subsidiary of Mondial Assistance Group in the Netherlands. He pursued this direction, and soon was named Subscription Manager, followed by Manager of Sales Administration and Client Services. In 1999, he became Sales Manager, and in 2000, Deputy Commercial Travel Director for Elvia Netherlands. In this role he worked with the project team that created Mondial Assistance Group's e-Commerce platform. He is also an active member of the Dutch Association for Sales Directors. Today, he joins Mondial Assistance Group's as New Business Development Manager.

**37-year old Frenchman, Xavier Mauriac**, with a degree from ESCP, was appointed his first job with Peugeot Automobiles in 1993. After spending a year as a field salesman, he was named Manager of Latin American markets and Israel, and then became Manager of Export zones in 1997, responsible for Chile, Paraguay and Bolivia. In 1998 he joined Mondial Assistance Group as Manager of large international accounts, and supervised the establishing of pan-European automobile contracts. After working as Commercial Director of the Maison des Bibliothèques, he moved to Media 6 Pharmacie in 2002 as Head of Development. In July 2006, he reintegrated Mondial Assistance Group's as Key Accounts Manager and will fully participate in developing the Group's e-Commerce activity and its international deployment.

**37-year old Frenchman, Madjid Benchaïba**, a mathematical applications engineer with a degree from ISPG (Paris 13) began his career with France Telecom in 1994 in the International Research Department as a consultant for the development and design of strategic operator projects. After this, he worked as a Senior Consultant for Accenture and Cap Gemini, two leading market consultancy firms. In 2000, he joined Esurance Inc., an

online insurance company in San Francisco (USA) where he successfully developed their e-Commerce activities. In 2002 he joined Mondial Assistance Group's IT department as Manager of e-Commerce Systems Development. He managed the group's e-Commerce e-MAGIN platform and developed a Centre of Excellence dedicated to supporting Group subsidiaries around the world. Today, he integrates Mondial Assistance Group's International Travel Sales department, which will benefit from his technical expertise and international skills in the deployment of e-Commerce projects for the Group's international clients.

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**Mondial Assistance Group:** an intervention every 3 seconds, anywhere in the world. Worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance Group counts nearly 8,000 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group's services, which it proposes on 5 continents in over 25 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access. Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake. [www.mondial-assistance-group.com](http://www.mondial-assistance-group.com)

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