



## **CPP APPOINTS GROUP CHIEF OPERATING OFFICER AS IT REBUILDS TOWARDS THE FUTURE**

CPPGroup Plc, the international assistance business, has recently strengthened its leadership team with the appointment of Charles Crawford as Group Chief Operating Officer.

As Chief Operating Officer, Charles' leadership and significant business experience particularly in the regulated insurance market will be leveraged across the business. In his new role, he will be a member of the Group Executive Committee with responsibility for CPP's activities in the UK and Ireland region, which represents around 70% of the Group's income. He will also be responsible for service delivery across the 14 international countries within the Group. A key component of this being the delivery of the Group's transformation programme to strengthen IT and operational standards.

The appointment of a Chief Operating Officer for the Group also represents an important milestone in the work the new Executive management team, led by Chief Executive Officer Brent Escott, has been doing since September 2013 to improve CPP's governance and operational capability, in line with the Group's strategy to rebuild, improve, modernise and evolve.

Charles was appointed as interim UK & Ireland Regional Director in November 2013 and has played a pivotal role since he joined in stabilising the business and driving forward the Group's transformation programme.

Charles has had a strong career in the insurance industry across insurers, intermediaries and claim service providers where he was CEO of Davies Group, an Executive Director at RBS Insurance (where he lead UKI and NIG) and Technical Services Director of Churchill Insurance. These roles have all required strong practical experience working in a regulated environment and leading operational change and efficiency improvements.

Brent Escott, Chief Executive Officer, commented:

"A great deal has been achieved to improve the operational capability, governance and controls following the FCA's investigation in 2011. It is essential we embed a strong culture which embraces regulation and looks after our customers effectively and efficiently. I was extremely pleased when we engaged Charles as an interim last November and his decision to join as a permanent member of the team is further endorsement of the progress we've made. Managing change and rebuilding



a business is a substantial task and Charles along with myself and the rest of the Group Leadership Team are focused on continuing to take the necessary steps to ensure that we strengthen and move CPP forward.”

**ENDS**

**About CPPGroup Plc**

CPPGroup Plc (CPP or the Group) is an international assistance business operating in the UK and overseas within the financial services, telecommunications and travel sectors. CPP primarily operates a business-to-business-to-consumer (B2B2C) business model providing services and retail, wholesale and packaged products to customers through Business Partners and direct to consumer. The Group’s core assistance and travel service products are designed to make everyday life easier to manage.

For more information, please visit <http://www.cppgroup.com>.