

BROKERSLINK

GLOBAL BOARD

BROKERSLINK CONFERENCE
2016, AMSTERDAM

BROKERSLINK GLOBAL BOARD



The new Board members:

SUNNY LEÓNS

CEO of Leóns, the Amsterdam-based broker, and co-organiser of last year's Brokerslink Global Conference in Amsterdam.

ROGER POTTS

Chairman of Bridge Insurance Brokers, a leading independent UK insurance broker.

YOUNESS RHALLAM

CEO of Alpha Assurances, one of the largest independent brokers in Morocco.

Alpha Assurances is partially owned by the Akwa Group, a leading Moroccan conglomerate.

ROHAN STEWART

COO of PSC Insurance Brokers, one of the leading and quickest growing independent brokers in Australia.

FRANCISCO VALDÉS

Partner in AER - Alternativas En Riesgos, a leading independent Mexican broker headquartered in Monterrey.

INK ARD

Brokerslink has transformed itself into a global broking company with an international reach that provides a serious alternative to the market.

Following incorporation in Switzerland in 2015, a successful private stock offering to firms within Brokerslink was completed in 2016. The completion of the stock offering provides capital for investment in personnel, software and branding that will facilitate accelerated growth of the company.

Brokerslink has appointed five new members to the Board and in the Amsterdam Conference appointed Grégory Allard, CEO of Filhet-Allard in France, as the new Chairman of the Board and the new Vice-Chairman is Patrick Chan, Director and General Manager of Hong-Kong based broker Nova Risk Services Holdings.

The expanded Brokerslink Board provides representation for the larger shareholder base also allowing a globally diversified thought leadership that ultimately works for the benefit of Brokerslink.



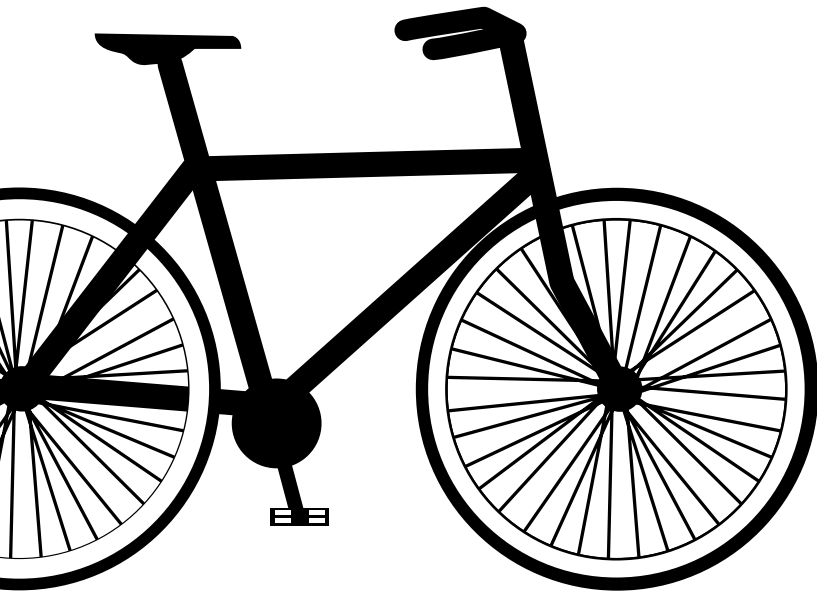
BROKERSLINK CONFERENCE 2016, AMSTERDAM



The 2016 Brokerslink Global Conference was held in Amsterdam from 20-22 October. Hosted by one of our most committed partners – Léons – the event had a record attendance of almost 300 people; partners, sponsors and guests from 60 countries.

The number and enthusiasm of the attendees clearly showed their commitment and support for the Brokerslink strategy.

What started as a non-profit association, has now become a Global Broking Company managing a network of Brokers and Risk & Consultancy firms in 95 countries.



DURING THE AMSTERDAM CONFERENCE, BROKERSLINK WELCOMED EIGHT NEW AFFILIATES. THE EXPANSION CONTINUES OVER THE YEARS AND IN THE FUTURE WILL MORE LIKELY FOCUS ON THE SO-CALLED EMERGING REGIONS LIKE AFRICA.



Filhet-Allard Côte d'Ivoire
Ivory Coast

Ansoumana Ndiaye
Client Executive



Karl Köllner
Germany

Stephan Winneg
Managing Partner



Norwegian Broker
Norway

Siri-Mette Amble
Senior Brokers International Business



Söderberg & Partners
Sweden

David Strömberg
VP Business Development Insurance Consulting



Aktuell
Austria

Jean-Baptiste Agnès
Vienna Branch Manager



Filhet-Allard MDS
Spain

Enrique Schoch
General Manager



InterCapital Risk
Croatia

Kresimir Tomasic
Executive Officer



MDS
Mozambique

Tiago Mora
Director at MDS Africa

**The Conference
attracted renowned
keynote speakers.**

“Brokerslink is the partner of choice for mid-corporate companies because it perfectly combines local expertise with the huge power of a global network.”

Jean-Marc Pailhol
Head of Group Market Management
and Distribution at, Allianz



“Lloyd’s wants to work with brokers to solve the ‘huge’ innovation gap that exists within the insurance industry and fend off disrupters from the tech world.”

Inga Beale
Chief Executive Officer, Lloyd's

“We must take a step further to leverage cultural differences for maximum competitive advantage.”

Fons Trompenaars
Founder and Director, Trompenaars
Hampden-Turner

“We are now a broker focused on wholesale, specialist and reinsurance broking and so no longer compete with our retail brokers clients.”

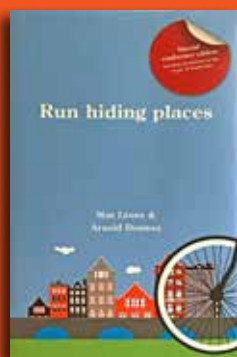
Andrew Wallin
Group Commercial Director, Ed.

“Insurance is everywhere yet invisible.”

“The insurance industry contributes immensely to the development of the world economy.”

Rob Brown
Global Chief Executive, AXA
Corporate Solutions





A VERY SPECIAL GIFT

When registering for the conference, all participants received a surprise gift – a book with a very appealing cover, featuring the conference logo and a reference to the fact this was a special edition published specifically for the event. Entitled 'Run hiding places' and written by Max Léons (founder of Léons and father of the current president and our host in Amsterdam, Sunny Léons) and Arnold Douwes, the book tells the incredible story of two young people who joined the Resistance after Holland was invaded by the Nazis in the Second World War. Their mission was to find homes that would shelter people who were being persecuted by the Nazi regime. While most of these people were Jews, some were not; one of the stories describes how a North-American pilot was hidden and helped to escape from the occupied zone. In addition to the usual difficulties associated with hiding someone, the pilot's stature made it very difficult for him to go unnoticed. But they finally succeeded in helping him reach his base in England!

On the back cover of the book, Sunny Léons wrote some meaningful words - all the more so in light of the current climate of unrest:

"What would we do in the face of injustice, tyranny, oppression or random acts of violence? Nobody knows beforehand.

The world is, once again, in a state of great upheaval. Nobody wants history to be repeated but, as was the case 70 years ago, the choices we make today will impact upon future generations. Before the Second World War, Max Léons and Arnold Douwes did not know how they would react, nor even what they would be capable of doing. But the war turned them into unknown heroes of the resistance, who risked their own lives to save hundreds of others.

In 'Run hiding places', they tell their story, exactly as it happened. A very personal and factual account of two people who came to others' assistance simply because they could. Their story is a lesson in humility and is extremely dear to us. It also shows that family, respect and honesty are values that will always prevail, whatever else might happen. We live and work in accordance with these values, above all because we are a family."

The 2016 Brokerslink conference in Amsterdam was a great event. A coming-together of the great Brokerslink 'family', where delegates were privileged to learn the inspiring story of the founder of Léons, a member of Brokerslink in Holland who, at the age of 18, stopped being just a boy living his youth and became a hero.

A very big thank you to Sunny and his team for such a special gift.

"People are actually the biggest agents of change rather than the technology itself. The people who embrace and market the power of the new technology are the real innovators."

Micha Schipper
Founder, COZ Innovation



"Brokers have a unique role to play in helping the insurance industry tackle the global insurance protection gap..."i>

Hanno Mijer
Zurich Chief Executive Officer, Corporate Life & Pensions Global Life

"Insurers have huge opportunities in the African insurance market, but they have to find imaginative solutions to mitigate different risks and make profits."

Emmanuel Brule
Deputy CEO, Saham Finances



ANA CRISTINA BORGES
—
THE NEW BROKERSLINK REGIONAL MANAGER FOR MEA

Ana Cristina Borges was appointed as the new Regional Manager for Africa and Middle East, replacing Youness Rhallam, who is since September Board Director.

Youness will keep a strategic role and will work close to Ana on the challenge of creating and consolidating a strong and dynamic presence in this geography.

In 2013 Ana was appointed as CEO of MDS Africa, with particular responsibilities for the development activities in Angola. Since December 2015 she is CEO of MDS Re, a subsidiary of MDS Africa, with direct responsibilities over reinsurance development activities, in African and European markets.



José Manuel Fonseca, Brokerslink CEO

“Attending the Amsterdam conference gave us the opportunity to appreciate how much Brokerslink has grown and matured. The organisation, speakers and participants all contributed to the outstanding success of this international event. Brokerslink is a reality for the business world and Amsterdam bore witness to the fact. Congratulations.”

Esteban Sanchez
CEO, Artai

“It gets better every year; a wonderful experience in shared learning, and a great opportunity to strengthen relationships, with our many Brokerslink Partners.”

Ney Kindlon
Chairman, Kindlon



Sunny Léons, conference host





Attendees give us their feedback on the conference

“The Brokerslink Conference 2016 in Amsterdam was a great success and another milestone in the history of Brokerslink. The programme was very interesting and diverse, covering recent topics relevant for us insurance brokers to refine our knowledge in order to consult our clients even more effectively in all means.”

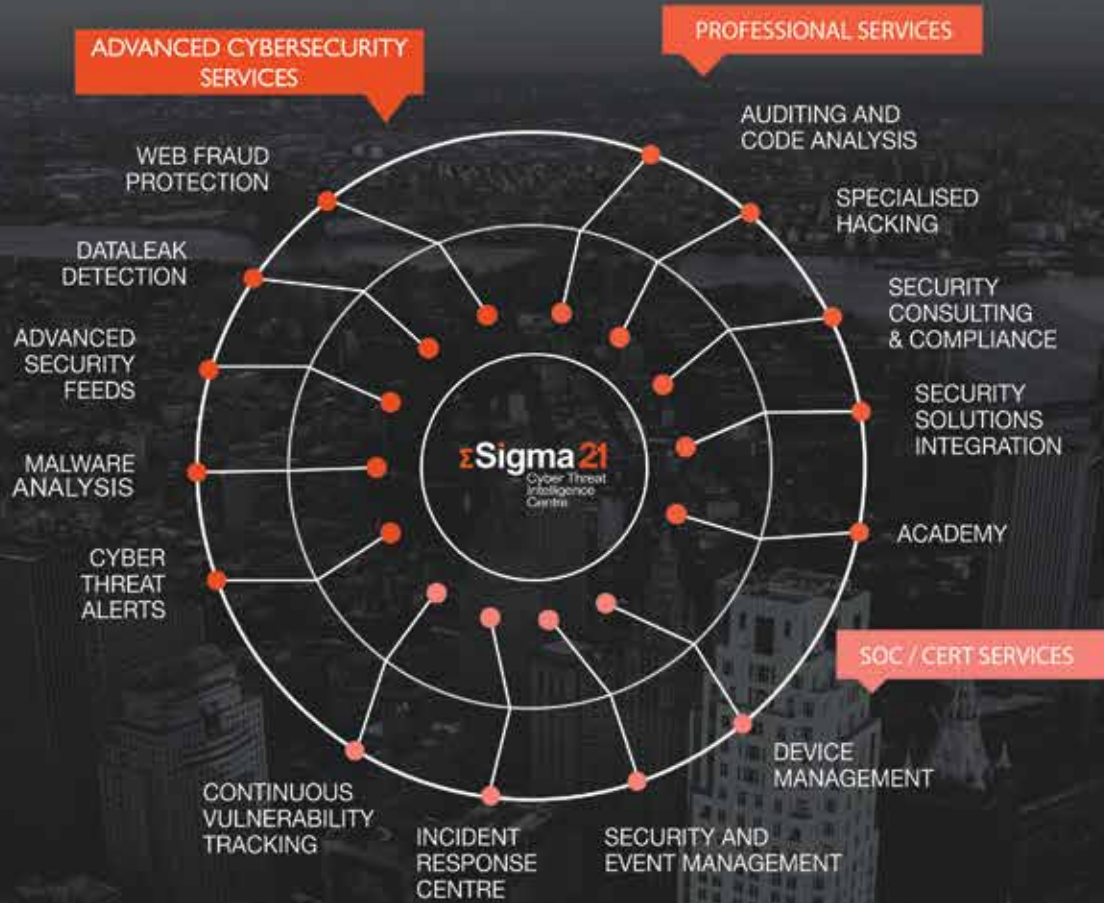
The internationality of the whole event shows how all Brokerslink members come together and work as one. Once again, this event has shown us how well we complement each other and how we can, therefore, offer our clients the best possible consultation for around the globe.”

Edoardo Leusciatti
Account Executive and Member of Board of Directors, SRB Group

“Brokerslink is a great partnership of risk related firms to provide services all over the globe. The Amsterdam conference is a great example of a consolidation of this driving force.”

Juan Mario Acevedo
President, Correcol





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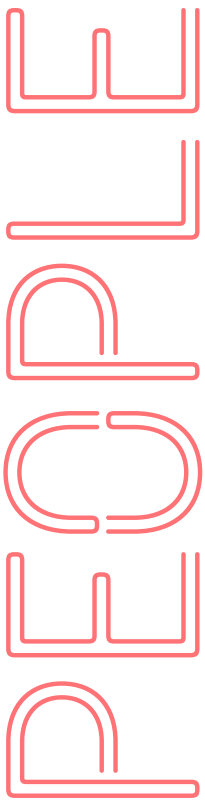
BROCKE

FACE



RS SLINK

S



In 2004, driven by the need to provide quality services to international clients, José Manuel Fonseca and MDS set out to find **like-minded**, independent insurance brokers to forge a regional network. These efforts led to the creation of Brokerslink in Porto.

By 2009, Brokerslink has become a **global insurance alliance** with a presence in over 50 countries, supported by strong reinsurance brokerage. The 1st global conference took place in Hong Kong that year. Since then, Brokerslink has integrated **best-in-class** specialty broking and risk consulting firms, offering a strong alternative to the mainstream models operating in the insurance market.

In 2015, Brokerslink AG, a **global broking company** was created and a new type of global broking company came into existence.

Over the years, the company has evolved and grown because of **Entrepreneurial, Truly Committed, Enthusiastic, Collaborative** and **Renowned Professionals** from around the world striving to **Excel** and to **Seize Opportunities**. Here is a quick introduction to some of the faces that embody **Brokerslink's DNA**.



Anthony Lim and José Manuel Fonseca @PARIMA

Anthony Lim

CEO and Chairman of Acclaim Insurance – Singapore

“Coincidences mean you’re on the right path.”

(Simon Van Booy, *Love Begins in Winter: Five Stories*)

By luck or fate, Anthony Lim’s and José Manuel Fonseca’s paths crossed in London in 2006. From this encounter the two “brothers from different mothers” set out on a new path and the first steps for Brokerslink to become global were taken and the doors to Asia were opened.

A passionate leader and an entrepreneur, Anthony is one of the most respected professionals in Asia. Known for his expertise – which he enjoys sharing – and a sense of humour, Brokerslink is part of Anthony and Anthony is Brokerslink. •



Carla Alves and Juan Mario Acevedo @RIMS

Juan Mario Acevedo

President of Correcol – Colombia

Latin American soul

Juan Mário Acevedo is an insurance man, an accomplished artist and musician. In close collaboration with his brother, Enrique, he heads up Correcol, the largest independent insurance broker in Colombia. Juan Mário has been a key figure since 2007, when Brokerslink joined forces with a network from Latin America. His reputation in the insurance industry, along with his commitment and desire to share his knowledge, has contributed to Brokerslink's growth. •

DNA

TRUST

Isidro Garcia

Chairman of Trinity Insurance
Brokers – Philippines

Contributing to society and the insurance industry

The owner and founder of *Trinity Insurance Brokers*, Isidro 'Sid' Garcia, was one of the creators of PanAsian Alliance, a reputable network of independent brokers in Asia. In 2008, he hosted the annual Conference at Boracay Islands (Philippines), where the idea to merge Brokerslink (Europe), PanAsian Alliance and a Latin America network, was discussed for the first time. It was a memorable moment and a milestone in Brokerslink's journey to become Global. 'Sid's' commitment and enthusiasm towards this project is reflected in the active role he plays as Brokerslink's Regional Manager for Asia Pacific.

He is a distinguished professional, recognized by Rotary International for the contribution he makes to society and his role as ambassador to the insurance industry. •



Corey Gooch, Sid Garcia and Paul Bitner @RIMS

COLLABORATIVE
NETWORKING

COMMITMENT

Iulia Simon

VP Marketing at C.H. Toro International - USA

Born in Europe, a world-class professional

Headquartered in Miami, C.H. Toro is a longtime member, and one of the most appreciated partners in Brokerslink. Iulia has been part of the C.H. Toro team for more than 20 years. With a contagious enthusiasm, she embraces Brokerslink projects as her own. Always ready to share knowledge and to collaborate, Iulia embodies the organisation's spirit. •



Liliana Perez, Carlos Toro and Iulia Simon @Amsterdam

BUILDING RELATIONSHIPS



Ana Cristina Borges and Edoardo Leusciatti @Amsterdam

Edoardo Leusciatti

Board Member of SRB Assekuranz
Broker - Switzerland

A Swiss-Italian "recruited" by a Canadian

During RIMS in New Orleans in 2007, the late Richard Snow, Managing Director of Sonae's broker in Canada at the time and a close friend of MDS and José Manuel Fonseca, recommended Edoardo Leusciatti of SRB Assekuranz Broker as "the perfect Brokerslink partner in Switzerland". An avid skier, he is a long-term and highly appreciated member. Edoardo has been key to the success of the incorporation process. •

MOTIVATION

KNOWLEDGE SHARING



Muchemi Ndungu and Osama Abu Ghazaleh @NY

Osama Abu Ghazaleh

Executive Vice President of Ace Insurance & Reinsurance Brokers – Kingdom of Saudi Arabia

The door to the Middle East

ACE joining Brokerslink, with its strong presence in several Middle Eastern countries, opened up a vast and new territory for the organisation. Their outstanding team of professionals including Osama Abu Ghazaleh, anchored Brokerslink's presence in the region. Osama always has a smile on his face and, together with the ACE team, is always keen to support the organisation, embodying the true DNA of Brokerslink. •

EXCEL/
TRANSCEND



Paula Rios and Steve Jackson @Lisbon

Steve Jackson

Rainmaker – Mexico

A Brokerslink man

Part of Brokerslink since day one, more than 12 years ago, Steve Jackson is a renowned professional in the insurance industry and a 'Brokerslink man'. A former senior executive at Cooper Gay (now Ed.), Steve was in charge of the SONAE account. The close relationship with MDS and José Manuel Fonseca, along with his creativity and knowledge, gave him a special role in Brokerslink history. Part of the Board and Regional Manager for Latin America, he was the "father" of the long-lasting relationship with Ed. He is a strategic partner whose continuous support, although in different companies, has been essential to Brokerslink. •

ENTREPRENEURIAL

Sunny Léons

CEO of Léons – Netherlands

Reputation across the borders

It was not an easy task to persuade Sunny Léons to join Brokerslink, but he soon became one of its most enthusiastic supporters. As a shareholder and Board member, he has become instrumental in Brokerslink’s growth. Enthusiastic, always with new ideas to improve Brokerslink’s execution and promoting the strategic relationship with insurers, he is among the most influential people in the organisation. The huge success of the 2016 Brokerslink Global Conference in Amsterdam is testimony to Sunny’s and the Leons team’s commitment and friendship. •



José Manuel Fonseca and Sunny Léons @New York

SEIZE OPPORTUNITIES



Ricardo Pinto dos Santos and Stephan Winneg @MDS

Stephan Winneg

Managing Partner of Karl Köllner – Germany

History repeats itself

A “property man” at Junge – a company partially owned by Cooper Gay - the young Stephan Winneg was in charge of the Sonae account in Germany. In 2005 he attended the 3rd Brokerslink conference in London as a guest and soon became a strong supporter. He left Junge for a new professional challenge in another broker but he never lost touch with Brokerslink and in 2016 he was very happy to be back when Karl Köllner joined as the German affiliate. •