

## **Gjensidige Forsikring ASA appoints Executive Vice President**

Cecilie Ditlev-Simonsen (46) has been appointed Executive Vice President of Branding, Communication and Public relations. The position is new in Gjensidige.

Cecilie Ditlev-Simonsen comes from a position as Managing Director of the communications company JKL Group AS. Ditlev-Simonsen's earlier appointments include Chief Communication Officer of Norsk Hydro ASA, Deputy Managing Director of NSB and Head of Information of IBM Norway. She has studied journalism at the Northwestern University, USA.

-Her most important task will be to strengthen the Gjensidige brand and our position as a major player in the Norwegian society, CEO Helge Leiro Baastad, says.

-Gjensidige is a distinguished and exciting company with a strong brand and a distinct ambition for growth. I look forward to taking part in further developing this company, says Cecilie-Ditlev Simonsen.

She will assume the position no later than 1st May.

Head of Communication Øystein Thoresen. Tel: 47 952 33 382

Investor Relations Director Catharina Hellerud. Tel: 47 915 21 522

Gjensidige Forsikring ASA is Norway's largest general insurance company with a market share of 28.4 percent in 2009. The group also offers banking, pension and saving products and health care services in Norway and general insurance in Denmark, Sweden and the Baltic countries. The company has approximately 3,800 employees, whereof 2,900 work in Norway. Operating income in 2009 was NOK 16.7 billion, while total assets constituted NOK 75 billion.