

Friends Provident International appoints Philip Cernik as Chief Marketing Officer, MEA

Date: March 2016

Friends Provident International (FPI) has appointed Philip Cernik as Chief Marketing Officer (CMO) for the Middle East and Africa region.

Cernik, who was formerly Head of Global Expatriate Propositions for FPI based in the UK, will be relocating to the UAE shortly to take up the role and will be based in FPI's UAE office in Emaar Square, Downtown Dubai.

The move forms part of FPI's overall strategy of locating people that support its business in the region, and is one of a number of senior appointments as FPI continues to grow its compliment of locally based staff.

Marcus Gent, Managing Director Middle East and Africa for FPI said:

"I am delighted that Philip has agreed to relocate to the UAE. He brings a wealth of international experience and will head up the marketing function for the region. This is in line with our strategy of placing people in country to better support our operations and our distribution partners and I'm looking forward to working with Philip as we take FPI's business to the next level."

Cernik will be managing a team of 11 marketing and product specialists, who will look after all aspects of brand, marketing, communications and product for FPI in the region.

Philip Cernik commented:

"I am really excited by the challenge of building and developing a new marketing function for FPI in the UAE and can't wait to get started. Whereas in the past marketing and product support was largely provided to the UAE and other regions from a central function in the UK, with just a couple of people based locally, we will now have a team of 11 situated in the Dubai office.

Putting marketing closer to the customer, our intermediaries and our UAE based sales team will result in better outcomes for all parties, and having a dedicated resource focused solely on this region will also help drive delivery."

- Ends -

Journalists requiring further information should contact:

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Notes to Editors

About Friends Provident International

Friends Provident International (FPI) provides life assurance, pensions and investment products in Asia, the Middle East, the United Kingdom – and other selected markets – and is part of the Aviva Group.

We have over 35 years' international experience, offices in Hong Kong, Singapore, the United Arab Emirates and the Isle of Man, and more than 500 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

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- In the UK we are the leading insurer serving one in every four households and have strong businesses in selected markets in Europe, Asia and Canada. Our shares are listed on the London Stock Exchange and we are a member of the FTSE100 index.
- Aviva's asset management business, Aviva Investors, provides asset management services to both Aviva and external clients, and currently manages over £245 billion in assets.
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* Before the deduction of Aviva and Friends Life overlapping customers.

IMPORTANT INFORMATION

Friends Provident International is a trading name of Friends Provident International Limited and Aviva Group PLC (for business conducted outside the United Kingdom).

Friends Provident International Limited

Registered and Head Office: Royal Court, Castletown, Isle of Man, British Isles, IM9 1RA.

Incorporated company limited by shares. Registered in the Isle of Man, number 11494.

Authorised by the Isle of Man Insurance and Pensions Authority.

Provider of life assurance and investment products.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Authorised by the Office of the Commissioner of Insurance to conduct long-term insurance business in Hong Kong. Registered in the United Arab Emirates as an Insurance Company (Registration No. 76).



Registered with the Ministry of Economy as a foreign company (Registration No. 2013): Registration date 18 April 2007.

Authorised by the United Arab Emirates Insurance Authority to conduct life assurance and funds accumulation operations.

Registered in Singapore No. F06835G.

Licensed by the Monetary Authority of Singapore to conduct life insurance business in Singapore.

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