

PrismaLife AG
Industriering 40
9491 Ruggell
Liechtenstein

Telefon: +423 237 00 00
www.prismalife.com

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Press release

International reinforcement of the PrismaLife management team

- ◆ Alessandro Tulli becomes new Member of the Executive Board (CIO)
- ◆ Focus on internationalisation of PrismaLife

Ruggell, August 29th 2022. As of September 1, 2022, Alessandro Tulli will strengthen the Executive Board of PrismaLife AG as Chief Innovation Officer - subject to the approval of the financial market authority. Together with Holger Beitz and Volker Schulz, the doctor of law will drive forward the internationalisation strategy of the Liechtenstein pension specialist.

Tulli has extensive experience in the finance and insurance sector. With his international background, he will in particular implement PrismaLife's market entry into further European countries. As of today, PrismaLife is active in Germany, Austria, Belgium and Malta. In addition, PrismaLife, in cooperation with the Barmenia insurance group, is the international competence centre for unit-linked pension solutions. «Further market entries are in the pipeline and we want to continue to grow», CEO Holger Beitz says. «We are happy that Alessandro Tulli will contribute his expertise in the international insurance sector. In addition, the governance requirements are constantly increasing, so that we will be able to meet them and split the internationalisation projects on to more shoulders».

Born in Italy and resident in Switzerland, Mr. Tulli most recently served as Managing Director at the Lifeware Group, where he was responsible for the development of digital insurance and software solutions. Prior to this, Tulli spent twelve years at Swiss Life International in various functions, including managing director in Liechtenstein, CRO in Luxembourg and product specialist in Zurich.

«My professional passion is to help companies grow and to break new, exciting and profitable ground. At PrismaLife I am particularly looking forward to the international orientation of the insurer in combination with the consistent sustainability strategy», Mr. Tulli says.

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About PrismaLife

PrismaLife AG is the leading Liechtenstein life insurance company based in Ruggell. As a specialist for products with net premiums, the company focuses on a clear separation of product and remuneration. The company manages client assets of around 1.3 billion euros. The investments in the cover pool are sustainably oriented. PrismaLife also offers customers numerous fund solutions with a sustainable orientation. Further information is available at: www.prismalife.com

Press contact

Dr. Hubert Becker, Instinctif Partners, Telephone +49 221 42075-24 hubert.becker@instinctif.com