

PRESS RELEASE

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SIACI SAINT HONORE announces the strengthening of its international mobility strategy with MSH INTERNATIONAL

SIACI SAINT HONORE announces the launch of MSH INTERNATIONAL.

This new single brand, in France and worldwide, brings together all the international mobility activities of the group (it replaces the former brands MOBILITY SAINT HONORE and its subsidiaries NORFOLK MOBILITY BENEFITS (Canada), MSH DUBAI (Dubai) as well as MOBILITY BENEFITS and EUROPEAN BENEFITS ADMINISTRATORS*).

MSH INTERNATIONAL, 5th largest global provider of international healthcare insurance services

This strategic development aims to assert MSH INTERNATIONAL's world leading position in the design and management of international insurance and benefit plans and related services: healthcare, death & disability, assistance, repatriation and retirement. The international mobility activity is managed by 350 staff members around the world and has a turnover of 40 million Euros.

MSH INTERNATIONAL has been rolling out a convergence strategy to increase its visibility in each of its markets: America, Europe, Middle-East and Asia. This new single brand is also designed to heighten the group's recognition by its different targets: multinationals, international organizations, small and medium enterprises, individual expatriates, students, cross-border commuters and high-net-worth individuals in need of international insurance coverage.

Development strategy

With this new brand, MSH INTERNATIONAL confirms its ambitions for the upcoming years.

Pierre Donnersberg, CEO of SIACI SAINT HONORE, declared: "MSH INTERNATIONAL is a strategic and ambitious corporate project. Our daily objective is to offer added value to our clients and their staff members around the world: we are about to strengthen our presence worldwide with the opening of two new offices in Thailand and Qatar. With MSH INTERNATIONAL, we assist our insured members and potential clients by being closer to them and offering them prompt and quality services".

For Laurent Cochet, Executive Director of MSH INTERNATIONAL, this new single brand is a real opportunity for the group to speed up its development. “Up until now, our international mobility activity was a combination of several expert entities recognized in their markets. With MSH INTERNATIONAL, we consolidate and value our local position and now confirm our rank as a global leader. We hope to increase our market share from 5.5% to 8% of the Top Fortune 500 companies and provide coverage to 300,000 members by the end of 2012”.

** To be noted: PREVINTER, an independent association organizing and managing the social coverage of its member companies' international staff, and ASFE, an association dedicated to the social coverage of individuals, whose insurance plans are managed by MSH INTERNATIONAL, remain unchanged.*

About SIACI SAINT HONORE

SIACI SAINT HONORE is the fifth largest insurance brokerage and consulting group in France. The firm is one of the leading service providers in property & casualty insurance as well as in health & life coverage (death & disability, healthcare, retirement) in France and worldwide via its subsidiary MSH INTERNATIONAL. The firm currently employs 1,100 staff members and reported a turnover of 192.8 million Euros in 2010.

About MSH INTERNATIONAL

MSH INTERNATIONAL is a world leader in the design and management of international healthcare solutions for employees of multinationals, workers in international organizations, small and medium enterprises, individual expatriates and high-net-worth individuals in need of international insurance coverage. Via its 350 staff members working in 4 regional headquarters in Calgary, Paris, Dubai and Shanghai, MSH INTERNATIONAL provides 24/7, round-the-clock assistance to its 2,000 corporate clients and 275,000 insured members across 200 countries.

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