

PRESS RELEASE

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EU BUSINESS SCHOOL WELCOMES MR. MARKUS HONGLER, CEO OF LA MOBILIÈRE

As part of its learning from leaders series, through which students are exposed to some of the world's most successful business leaders, EU Business School is delighted to welcome Markus Hongler, CEO of the Swiss-based insurance giant La Mobilière, to its Montreux campus.

Established in 1826, La Mobilière was the first private insurer in Switzerland. Through a clear customer-focused strategy, La Mobilière is now the leading insurance company in Switzerland. With more than 4,000 employees and a profit of CHF 439.5 million in 2016, La Mobilière is an outstanding enterprise, proud of its uniquely Swiss success story and 192 years of history.

Markus Hongler's stellar career in the insurance business has put him in the spotlight of the Swiss business world since 2011. One of the most progressive CEOs in the insurance industry in Western Europe and a respected figure in both commercial and political circles, Mr. Hongler will share his ground-breaking vision and strategy for the future of the insurance business with EU Business School students during this exciting event.

With regards to the event, Dr. Dirk Craen, president of EU Business School said, "we are honored that Mr. Hongler has agreed to take time out from his busy schedule to join us. He will be sharing with our students the challenges of the insurance industry, and insights into how La Mobilière is tackling them. We are excited that our students will have this opportunity to learn from one of Switzerland's most highly-regarded CEOs."

Students from all EU campuses, faculty and guests are invited to this event. Those attending will learn how Mr. Hongler has managed to maintain the Swiss tradition of service excellence whilst driving the company into the future. Our high profile speaker will also expound upon his personal approach to business and his philosophy of partnership, responsibility and client orientation, to ensure the company's sustained success.

This high-level event will take place at 1:30 p.m. on February 23 at Le Fairmont Montreux Palace. Students from all EU campuses are encouraged to attend this prestigious guest speaker event, the first of many to come during EU Business School's 45th anniversary year.

About EU: EU Business School (EU) is an international, professionally-accredited, multi-campus business school established in 1973. In addition to small classes offered in English by its expert faculty, EU students enjoy an international environment. EU is ranked among the top business schools in Europe and has the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from state-recognized degrees from the University of Derby and the University of Roehampton in the U.K. and the Universidad Católica de Murcia in Spain.

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