



Press release - Geneva, 24 June 2022

## *lemania - pension hub appoints Pasquale Zarra as new CEO*

**Leading digital pension platform in Switzerland, lemania - pension hub is pleased to announce the recruitment of Pasquale Zarra as Chief Executive Officer. A BVG specialist with extensive expertise in the field of occupational benefits, he will take up his new position in August. He replaces François Normand who has decided to move on to a new professional challenge.**

Pasquale Zarra, 55, will join the Geneva office of lemania - pension hub in August. His mission will be to intensify the platform's presence throughout the Lake Geneva region, a territory in which he has been successfully working for many years. In addition to providing advice to brokers, GFIs and Wealth Managers, he will also focus on supporting private clients.

With over 30 years of expertise in the field, he has worked for the past 15 years with PensExpert, a specialist in the occupational benefits market, as head of the Lausanne office and its development in French-speaking Switzerland. By joining lemania - pension hub as Managing Director, Pasquale Zarra is pursuing a logical career path.

After starting out in 1987 with SUVA in Lausanne and then in Lucerne, he joined La Genevoise Compagnie d'Assurances sur la Vie to manage the Geneva team. After a few years, he returned to SUVA in Lucerne as a pension advisor, then to Swisslife in Zurich, before joining PensExpert in Lucerne and later in Lausanne. He holds a federal diploma in occupational benefits and a federal diploma as a pension fund manager.

"We are very pleased to be able to rely on Pasquale Zarra's extensive expertise in the field of pension. He is widely recognized and has an undeniable network, particularly in French-speaking Switzerland. Moreover, his skills and multilingualism will enable him to respond to requests from all over Switzerland," said Alexandre Michellod, Chairman of the lemania - pension hub Board.

Pasquale Zarra, future CEO of lemania - pension hub, says: "I am very happy to be able to join a team that is as talented as it is professional in order to continue the platform's growth in a market that is constantly evolving. The success of the digitalization of pension provision marks a real turning point in our industry, and lemania - pension hub is among the pioneers with its digital platform opened in 2018."

The lemania - pension hub Board validated the appointment of Pasquale Zarra as CEO, he will also serve as Chairman of the Management Committee alongside Roxane Ecoffey, Laurent Pittet and Alexandre de Bocard.

François Normand will be leaving lemania - pension hub at the end of June, and we would like to thank him for his dedication over the years. We wish him every success for his future.



**About *lemania - pension hub*: the only 100% pension platform in Switzerland with a collective umbrella funds of multi-manager BVV2**

As an one stop shop for wealth managers, *lemania - pension hub* operate as a pool of private pension providers. *lemania -pension hub* was envisioned by the 3 hereby foundations operating in the Swiss pension industry: the private pension Foundation FRPI (Fondation Romande en Faveur de la Prévoyance Individuelle), the vested benefits Foundation FLLP and the extra mandatory Foundation FCDE (Fondation pour Cadres et Dirigeants d'Entreprises). The collective foundation for Aromed (Association Romande de Médecins) and the foundation of Groupe Mutuel Prévoyance-GMP joined the hub at its launch. In 2021, the Vaudoise Assurances joined the platform with a life insurance product with a dedicated digital access. In 2019, *lemania - pension hub* was the first pension provider in Switzerland to offer brokers and financial intermediaries a 100% digital client onboarding.

In a nutshell,

- 1 dedicated umbrella fund, *lemania - pension fund*;
- 3 foundations dedicated to private pension schemes (FLLP/FRPI/FCDE);
- 1 major insurance company partner (Vaudoise Assurances);
- 2 institutional partners composed of the private bankers Gonet & Cie SA and the Mirabaud Group;
- 4 occupational and individual pension solutions (*LemaniaPLP*, *Lemania3a*, *Lemania1e*, *Lemaniaduoflex*);
- 18 mutual funds available for professional private investors;
- 3 technological partners for digital data management, analysis process and performance comparison (ID4, Taxware, Performance Watcher).

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