

## Opteven confirms continued investment in its UK businesses to spearhead substantial expected growth.

Opteven has underlined its long-term commitment to its activities in UK by continuing to invest in the senior leadership of its UK businesses. Opteven has significant plans to build upon its enormous success in UK and is therefore preparing for further growth.



To support this, **Ludovic Troyes** will join Opteven as **CEO, UK & Ireland** in September. Ludovic joins Opteven from Renault Group and brings with him more than 30 years of automotive experience in sales & marketing roles, from across the UK and overseas, which includes being Global Sales Performance Director and most recently, Managing Director of Renault Retail Group in UK. Ludovic says; *"I'm joining Opteven at an exciting time where the UK division shows so much growth potential and has the valuable backing of an Internationally established Group. We already have a foothold in both the 'Retail' and 'Corporate' sectors and will look to continue to build upon these successes and further our growth. We have big plans for UK and Ireland and I'm really looking forward to leading the business in this next exciting phase"*

Martin Quail, Chief Executive Officer International, says; *"We're thrilled to have Ludovic join Opteven and look forward to this next phase of growth for the company in UK. This supports our **Highway25 Strategic Plan** to double the size of our UK activities in the coming years, in our pursuit to build an **International Champion** with 'quality' at our core. We have had great success so far in UK, but we still have key objectives to achieve. Craig Grant has done a good job for us as UK Managing Director over the last couple of years for which we are very grateful. However, we always knew there would be a 'next phase of growth' and Craig only wanted to hold the baton until that point. Looking ahead, we will continue our strategy in UK to improve and modernise the suite of products on offer within the UK market, increase the number of our distribution channels and expand the overall market by offering new products and services to new sectors. Sustainable organic growth will be our foundation, supported by a continued investment in both IT and our highly talented colleagues, but we also expect to explore further acquisitions in UK. We consider ourselves as very different to the traditional operators within the UK, as evidenced by the fact many of our employees are also shareholders, so shareholdings are not reserved only for the Group's Board. We view ourselves very much as 'One Team' "*



## About Opteven

Established in 1985, Opteven is a leading international provider of vehicle warranty and associated insurance products and services across Europe. It delivers a range of automotive products and services to car dealerships (franchised and independents), insurance companies, vehicle manufacturers, leasing companies, banks and financial services businesses.

Opteven also provides roadside assistance services to businesses in France and has built a roadside assistance network spanning 60 countries and territories, including all of Europe, parts of North Africa and parts of the Middle East. In addition, Opteven is the European partner for most of UK's leading roadside assistance companies (e.g., RAC, GreenFlag, LV Britannia, National Breakdown, Call Assist and others ..)

With its global headquarters in Villeurbanne, France, the company provides services into United Kingdom, France, Germany, Spain, Italy, Austria, Poland, Czech Republic and Sweden. Opteven currently employs approx. 1,100 people across its offices located in Villeurbanne (France), Thame, Warrington (United Kingdom), Milan (Italy), Madrid (Spain) and Berlin (Germany). Fuelled by organic growth and further acquisitions, expansion into several new International markets, such as; Ireland, Portugal, Switzerland, Greece and Denmark, is already underway.

Opteven has grown substantially in all markets within which it operates and has practically doubled its size every 5 years since 2010. Opteven's growth is supported by a very strong focus on 'quality', an impressive portfolio of customers, pan-European arrangements with high profile market leading institutions and a sophisticated long-term strategy (Highways25) to build an 'International Champion'. This is being underpinned by a substantial multi-million EURO investment in its IT capabilities.

Uniquely, Opteven is still managed by the same senior team (and shareholders) that led the buy-out of the original business from RAC in 2010. Since then, it has had very successful partnerships with several private equity firms, each of whom have supported it through each phase of its growth. Its current majority shareholder is Seven2, based in Paris, who bought-out Ardian in December 2022.

More information is available on; <https://group.opteven.com/>