

## PRESS RELEASE NOMINATIONS

---

AU Group, a leading broker and consultant specialised in securing and financing trade receivables, announces the appointment of Vivien de Lassée as Chairman of the Group and the arrival of Louis Bollaert as Chief Executive Officer, effective September 1, 2024.

Vivien de Lassée, previously Chief Executive Officer, succeeds Baudouin de Thoré who will remain a member of the Strategic Committee.

Louis Bollaert will be responsible for accelerating the Group's global development. His strategic and innovative vision will be a significant asset for AU Group.

These appointments reinforce the commitment to growth and innovation by a 100% family-owned international Group with its HQ in Paris.



Louis Bollaert, 43, is a graduate of HEC Paris and began his career at Bouygues Telecom. In 2008, he joined the Marketing Department of Euler Hermes France before becoming Sales Director for major brokers. In 2014, he became Head of Distribution and Partnerships at Group level. In 2015 he joined Aon as Head of the Credit, Financing, Surety and Political Risk department and was also appointed Head of M&A Solutions in 2017. In 2022, he became Chief Revenue Officer at Descartes Underwriting, an insurtech specialising in parametric weather risk insurance, where he managed Business development and Marketing teams around the world in a complex environment.

Vivien de Lassée said :



« I am delighted to welcome Louis as Chief Executive Officer. He will be working alongside me to drive our growth in all high-potential markets. Louis' 15 years experience in the insurance industry in senior management and strategic development positions, and his innovative approach, will be beneficial in continuing the company's dynamic transformation; and we will do so with the constant aim of providing our customers with an unrivalled service. I would also like to thank Baudouin de Thoré for his exceptional contribution over 40 years. »

## About AU Group

Since 1929, AU Group, a brokerage and consultancy company specialised in trade receivables, is committed to help B2B companies. AU Group provides its customers with innovative advice and support in optimising their trade receivables, by securing trade receivables, financing their growth and managing their trade receivables. AU Group operates worldwide, in all business sectors and for all types of company. Every day, the AU Group teams develop tailor-made solutions and recommend the best proposals to be implemented to Finance Departments, negotiate with partners and then deploy and manage the selected solutions. AU Group is an independent, 100% family-owned company with 260 committed experts in 50 countries.

## To know more

[www.au-group.com](http://www.au-group.com)

## Press contact - A+ Conseils agency

Christelle Alamichel : +33 (0)6 31 09 03 83 – [christelle@aplusconseils.com](mailto:christelle@aplusconseils.com)

Céline Kéruzoré : +33 (0)6 03 92 15 49 – [keruzoreceline@gmail.com](mailto:keruzoreceline@gmail.com)