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UGIP, Julia and Appli-Key join forces with Santiane

Under the terms of an agreement signed on Friday 30th of June, Santiane, UGIP, Julia and Appli-Key have entered into a strategic alliance.

The three companies, UGIP, Julia and Appli-Key, are joining the Santiane Group with the objective to pool their resources, unlock synergies and accelerate growth. The aim is to create a market leader, and to date the new group has more than 650,000 clients and a turnover of €100 million. The founders and managers of the three companies are joining an ambitious project and reinvesting significantly in the deal, alongside Latour Capital and the other investors in the Santiane Group.

Maurice Charpentier, who founded UGIP in 1974 and Appli-Key in 2017, will remain Chairman of UGIP, which will retain its brand and autonomy. He also becomes Chairman of Julia.

Brice Le Houérou and Benjamin Dresner, who founded Julia in 2020, become deputy CEOs of the Santiane Group.

Pierre-Alain de Malleray, Chairman of the Santiane Group, comments : "Along with all the teams at the Santiane Group, I am delighted to be partnering with UGIP, Julia and Appli-Key. We are joining forces with a team of first-rate entrepreneurs, Maurice Charpentier, who has created a recognised and robust distribution model, and Brice Le Houérou and Benjamin Dresner, who arrived more recently at UGIP with a stronger digital culture. The new entity will develop its strategic plan towards loan insurance, winning new business, improving the user experience in the contract management activity for both clients and partner brokers, and investing in human resources".

Maurice Charpentier comments : "Almost 50 years after UGIP was founded, I organised the management transition of my company, firstly by supporting the step up of Brice Le Houérou and Benjamin Dresner within UGIP, and then by finding the terms of an alliance with the Santiane Group. We share the same values of excellence and proximity. I am convinced that Santiane is the best partner for the future development of UGIP in the service of our brokers and clients.

Brice Le Houérou and **Benjamin Dresner** said : "Having founded Julia and taken over the management of UGIP alongside Maurice Charpentier, we are enthusiastic about the idea of continuing to develop all these activities within the Santiane Group. With our new partner, we share similar values, ambition, and corporate culture.

About Santiane

Founded in 2007, the Santiane Group has enjoyed virtually uninterrupted growth since its inception. The company now has sales of over €80 million and employs nearly 200 people in France.

Built around strong entrepreneurial and human values, the Group has grown profitably through its two businesses :

- **Santiane** : distance selling of health, providence and funeral insurance for individuals. Today, Santiane is the leader in distance insurance advice and distribution, for all products combined.
- **Néoliane** : wholesale broker with a network of over 1,300 active codes. With 40% growth over four years, Néoliane is now one of the leading players in health insurance.

In total, the Santiane Group covers more than 500,000 clients.

About UGIP

Founded in 1974, UGIP Assurances is a recognised expert in the personal insurance market. The company supports its partner brokers and stands out for its unique know-how, combining expertise and technology in loan, health and providence insurance. A long-standing player in the French overseas territories, UGIP Assurances has also developed a distribution network in mainland France, focusing in particular on credit broking and brokers specialising in loan insurance. Thanks to this network of loyal partners, more than 150,000 policyholders have placed their trust in UGIP Assurances.

About Julia

Julia Assurance, a pure player in direct distribution, was founded in 2020, with an approach focused on the quality of the advice provided. Specialising in health and providence insurance on a target of working individuals, Julia Assurances has made technological tools the cornerstone of its commercial development. Thanks to its continued growth, Julia Assurance now has a team of 30 employees in France.

About Appli-Key

Founded in 2017, Appli-Key is a software company based in Reims. The company has solid experience in providing solutions for professionals in the personal insurance sector. With a team of 10 professionals, the company meets the needs of market players, including brokers, insurers, third-party contract management providers and mutual insurers, by offering innovative tools tailored to the specific needs of each of them.

About Latour Capital

Latour Capital is an independent French private equity firm with an entrepreneurial culture and a strong operational experience. With over €3 billion assets under management and a team of c.20 investment professionals, Latour Capital is an active shareholder, strongly involved in its portfolio companies alongside management teams. Latour Capital mainly invests in companies with strong growth potential both in France and abroad.

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