

Tuesday 29th May, 2018, Zurich

B3i appoints Susan Joseph as North American Representative

B3i is very pleased to announce that Susan Joseph has been appointed as its North America Representative. Susan will represent B3i at all levels, with emphasis on regulatory liaison, marketing, community building and promotional activities. This appointment takes place at a critical point in B3i's development as it seeks investors for a second funding round and makes progress towards the launch of its first product, a Cat XoL contract, on its blockchain platform by the end of this year.

Susan is a JD/MBA and former General Counsel who has been consulting in blockchain for the past three years in the areas of consortia, insurance, identity, financial services, real estate, and humanitarian concerns.

Susan helped build and run a Blockchain Working Group for a global insurer, and separately advises on projects to design/align token strategies and incentives regarding digital rights. She is consulted about regulatory and technology policy including the relationship between blockchain and AI. Notably, she is a co-founder and Executive Director of the recently launched Diversity In Blockchain, Inc. Not-For-Profit that was incubated by MIT.

Please read more about Susan on her LinkedIn profile [here](#).

Paul Meeusen, CEO of B3i, commented "I am very pleased that Susan has agreed to join us, and her appointment demonstrates B3i's commitment to building a truly global network. This clearly supports B3i's aim to deliver benefits across the whole value chain "by the market, for the market" in all geographies".

Susan Joseph added, "I am thrilled to join B3i at this critical point in development as its direct North America Representative to further B3i's ambition to create a blockchain enabled insurance ecosystem. I look forward to the launch of its first product on its blockchain platform by year end, and know the future is bright for B3i and blockchain."

For further information please contact press@b3i.tech

About B3i Services AG

B3i Services AG is a startup formed to explore the potential of using Distributed Ledger Technologies within the insurance industry for the benefit of all stakeholders in the value chain. The company was incorporated on 23rd March 2018, by the following founding shareholders:

Achmea, Aegon, Ageas, Allianz, Generali, Hanover Re, Liberty Mutual, Munich Re, SCOR, Swiss Re, Tokio Marine, XL Catlin and Zurich Insurance Group.