

Press Release | 11.06.2025

## **BETTER FINANCE welcomes two new French member organisations and elects new President and Board**

BETTER FINANCE, the European Federation of Investors and Financial Services Users, is pleased to announce the official approval of two new French member organisations – ANCRE and AGIPI – following a unanimous vote by its General Assembly held today in Madrid. Their admission brings the Federation's total membership to 39 organisations representing financial services users across Europe.

BETTER FINANCE also elected a new Board and President at the General Assembly. Guillaume Prache, a long-standing advocate for individual investors and savers and founder and former Managing Director of BETTER FINANCE, was elected President. His leadership is set to build on the organisation's strong legacy of championing the interests of financial services users at the European level.

AGIPI (Association Générale Interprofessionnelle de Prévoyance et d'Investissement), founded in 1976, is an independent not-for-profit French life-insured and pension saver association with close to 800,000 members. AGIPI offers a wide range of financial protection products, including life insurance, retirement savings, borrower protection, and health cover. It is particularly active in supporting the self-employed and liberal professions in France.

ANCRE (Association Nationale pour la Couverture des risques, la Retraite et l'Épargne), established in 1983, is an independent not-for-profit French life-insured and pension saver association with approximately 680,000 members. It promotes the principles of saving, life insurance, and providence. ANCRE negotiates and enters group life savings, retirement, and providence contracts on behalf of its members and represents their collective interests.

Welcoming the new members, the newly elected BETTER FINANCE President, Guillaume Prache, said:

*"We are delighted to officially welcome AGIPI and ANCRE to BETTER FINANCE. Their shared commitment to safeguarding the rights of pension savers and life insurance policyholders will strengthen our ability to advocate for financial services users both in France and across the EU."*

The BETTER FINANCE Managing Director, Aleksandra Mączyńska, added:

*"The addition of ANCRE and AGIPI marks a significant step forward for BETTER FINANCE, not only in terms of expanding our membership base but also in deepening our*

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*representation in the vital areas of life insurance, retirement, and personal risk cover. With the election of our new Board and President, I look forward to working with them hand-in-hand to strengthen the rights of individual investors and advance our shared vision of an investor-centric Savings & Investments Union."*

The approval of AGIPI and ANCRE as full members, alongside the election of a new President and Board, reinforces BETTER FINANCE's position as the leading independent European organisation dedicated solely to the interests of individual investors, savers, and financial services users, now spanning 39 member organisations in 25 countries.

### **New BETTER FINANCE Board Composition**

- **Guillaume Prache**, FAIDER, France - President
- **Jella Benner-Heinacher**, DSW, Germany - Vice-President
- **Florian Beckermann**, IVA, Austria - Vice-President
  
- **Jarostaw Dominiak**, SII, Poland – Board Member
- **José Estévez**, AEMEC, Spain – Board Member
- **Anne Gaignard**, Place des Investisseurs, France – Board Member
- **Helen Gibbons**, UKSA, United Kingdom – Board Member
- **José Carlos Gómez Fernández**, ADICAE, Spain – Board Member
- **Ben Granjé**, VFB, Belgium – Board Member
- **Alin Iacob**, AURSF, Romania – Board Member
- **Sverre Linton**, Aktiespararna, Sweden – Board Member