

PRESS RELEASE**BETTER FINANCE ELECTS JELLA BENNER-HEINACHER FROM DSW AS NEW PRESIDENT**

19 October 2017 - BETTER FINANCE elected Jella Benner-Heinacher, the Deputy Chief Executive of Germany's oldest and largest association for private investors DSW, as its new President.

"I am honoured by the trust put in me. Working at the European level is certainly one of the most important, but also the most challenging, tasks in the field of investor protection. BETTER FINANCE has to remain one of the strong voices in the future", states Benner-Heinacher. She particularly sees the opportunity to promote topics such as the simplification of cross-border voting rights of shareholders via the digitization campaign of the EU Commission.

BETTER FINANCE - the European Federation of Investors and financial services Users - is by far the largest organisation representing individual investors and other financial users at European level with over 30 member organisations across the EU and beyond.

BETTER FINANCE acts as an independent financial expertise and advocacy centre to the direct benefit of European financial services users. Since its constituency includes individual and small shareholders, fund and retail investors, savers, pension fund participants, life insurance policy holders, borrowers, and other stakeholders who are independent from the financial industry, it has the best interests of all European citizens at heart. Its activities are supported by the European Union since 2012.

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