
Press Release

Helix
140 Fenchurch Street
London
EC3M 6BL
Tel: +44 (0) 207 702 6888
helixuk.com

DATE: January 27, 2012

HELIX ANNOUNCES ITS NEW STRATEGY

London, UK - Helix today announced a new company strategic positioning, including changes in its leadership team and in its corporate identity.

After conducting an in-depth strategic review, Helix has decided on a new development strategy for the future. Building on its proven track record and thorough knowledge of the London market, Helix will focus on providing London-based reinsurance collection services to ceding companies located in the United States, in Continental Europe and in the United Kingdom.

“London is a complex market and we are convinced that Helix can bring value to its clients by accelerating their reinsurance collections. We have one goal: to have a positive impact on the liquidity and profitability of the companies we work for”, said Robert Kesselring, Chairman of Helix.

New leadership team

This customer-focussed strategy is supported by significant changes in Helix’s management team. Robert Kesselring remains Chairman of the company and will now be supported by three Directors for the daily management of Helix. Effective today, Claire Garza takes responsibility for HR and Organisation, Shane May oversees Collections and Nancie Vendette becomes responsible for Marketing and Sales.

The Helix team continues to be located in London. John West, who is based in the United States, remains Helix’s representative in this country.

New corporate identity

This new strategic positioning also comes with a brand new corporate identity that reflects Helix’s focus on “finding and retrieving” trapped assets in London for its clients.

UK-based branding and design agency Smith and Milton developed the new visual identity for the company.

About Helix

Helix is a London reinsurance asset collection expert. Helix works solely for cedants making its offer unique on its market. The company has been active in the reinsurance collection arena since 1995. Since 2005, it has serviced more than 60 US, UK and Continental European cedants and has collected in excess of 500 million US dollars of assets on behalf of its clients.

Media enquiries

Helix
Communications
Tel: + 44 (0) 207 702 6888
Email: helix@helixuk.com

helixuk.com