

Chris Pinkerton joins Intellect SEEC as Head of Life Insurance and Annuities for US

Experienced investment and financial services leader to provide strategic direction

New Jersey/ New York/ Chennai (India), November 23rd, 2015: Intellect Design Arena Limited, a specialist in applying true Digital Technologies across Banking & Insurance, announced today that Chris Pinkerton, Former President and CEO of SBLI of Massachusetts, joins Intellect as Head of Life Insurance and Annuities business of its Insurance unit: Intellect SEEC.

He brings many years of successful life insurance industry experience to Intellect SEEC. Prior to joining, Pinkerton was the President and CEO of SBLI of Massachusetts. He was also the President of Foresters US business and led the Variable Insurance and Annuity business for Allianz Life.

Commenting on the appointment, **Pranav Pasricha, CEO, Intellect SEEC, Intellect Design Arena Ltd.**, said, "Chris is a great addition to our leadership team, and we are excited to have him on board. He brings a diverse portfolio of accomplishments and experience to the position. Chris has successfully led major organizations in the sector and understands key issues for the market participants and how the industry will evolve. We pride ourselves in being a highly innovative firm, and with his wealth of industry knowledge Chris will help us innovate and enable our clients achieve success with their digital transformation programs."

"I am very excited to have the opportunity to lead Intellect SEEC's Life Insurance and Annuities business. We have a strong team of industry leaders and technical professionals, all of whom are dedicated to the success of our clients businesses. I look forward to working with the team to deliver first class product solutions and helping our carriers and distributors continue move the insurance industry forward," said **Chris Pinkerton, Head of Life Insurance and Annuities, Intellect SEEC, Intellect Design Arena Ltd.**

About Intellect SEEC:

Intellect SEEC is one of the world's leading providers of insurance software with an extensive portfolio covering distribution, underwriting and claims from Intellect Design Arena Limited. Intellect SEEC has been developing innovative insurance solutions to lower operating costs and increase premium volumes and margins for the last two decades. Over the last 25 years, the company has built strategic relationships with major insurance carriers in America, Canada, United Kingdom, India and the Far East. Intellect SEEC builds its innovative, low-cost solutions in the firm belief that while the underlying business and technology of insurance are complex, their application should not be. For further information on the organization and its solutions, please visit www.intellectSEEC.com

About Intellect Design Arena Ltd:

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking and Insurance technology products company, across global consumer banking (iGCB), Central Banking, Risk & Treasury Management (iRTM), Global Transaction Banking (iGTB) and Insurance (Intellect SEEC).

The holistic adoption of Digital covers Digital OUTSIDE and Digital INSIDE. Built on iDigital, the Intellect Digital OUTSIDE proposition is anchored around Same experiences at all touch points, through a powerful Channel Renovation Platform (Canvas), and the Digital INSIDE proposition is anchored around Lean Operations, through an Operational Consolidation Platform (Hubs).

The Intellect design philosophy, a key differentiator in developing solutions for the transformative agendas of CXOs, ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes.

The FT 8012 Design Center, the world's first Design Center for financial technologies, is a physical manifestation of enterprise commitment to design. It powerfully connects dots between Business, Technology and Operations, and accelerates the transformation process for customers. This is where the total Digital 360 journey can be approached, allowing for adoption in a gradual outcome based manner.

Intellect generates annual revenues of over USD 100 million, with product installations in over 200 financial institutions, across 30 countries. The company's performance is driven by over 3,000 Intellect solution architects, domain and technology experts, with a presence in major global financial hubs around the world. For further information on the organization and its solutions, please visit <http://www.intellectdesign.com/>

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