

# *Grand jury OYEA 2024*

## Céline FREY CEO Firstcaution

After completing business school and a master's degree in Finance & Insurance at City University, Celine Frey began her career in finance in private equity in London and then New York. A few years later, she joined the family business Compagnie Frey, founded by her father Jean-Jacques Frey in the 1980s. There, she held various positions within the family business's 2 historical activities: wine and commercial real estate. Compagnie Frey owns exceptional estates in France's finest wine regions. She inherited from her father an entrepreneurial spirit and a taste for project development. Based in Switzerland, from where the family originates, they took an interest in the local real estate market and seized the opportunity to buy Firstcaution, an insurance company specializing in digital rental guarantees. Celine Frey took the reins of this diversification. In 2020, she launched an exclusive offer, the flexible rental guarantee, a hybrid product between bank and insurance that enabled Firstcaution to become an innovation leader in its market. In 9 years, the company has grown from 5,000 to over 100,000 clients.

Celine Frey is taking a keen interest in proptechs and participating in the development of real estate ecosystems around the rental business with the main players in the market. In line with the acquisition of Firstcaution, Compagnie Frey supports proptech and fintech startups, in particular by establishing close ties with the EPFL incubator in Lausanne.

Working daily with her team of 60 people, Celine Frey refines the digitization of all Firstcaution's processes, without ever forgetting that a company providing services must maintain a solid human base.

She is also a member of the Supervisory Board of the Billecart Salmon Champagne house, as well as of other companies in the family group.

Celine Frey is a mother of 3 boys, Gaspard, Hugo and Leo. Her 2 sisters Caroline and Delphine also work in the company founded and chaired by their father. Caroline is an oenologist and manages the vineyards, while Delphine oversees marketing and communications for all the group's companies. Family values are a fundamental pillar passed on by their parents.