



Crawford & Company®
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FOR IMMEDIATE RELEASE

**CRAWFORD & COMPANY® APPOINTS ARI-PEKKA HEINONEN AS
COUNTRY MANAGER FOR GERMANY**

***Appointment signals growth ambitions for Crawford® Germany and
expansion of Crawford Global Technical Services® in Europe***

ATLANTA (23 JULY 2025) Crawford & Company® (NYSE: CRD-A and CRD-B) is pleased to announce the appointment of Ari-Pekka Heinonen as country manager for Germany, effective 1 September 2025.

Ari joined Crawford® earlier this year as interim country accountant and brings extensive experience in general management, finance and insurance. Ari has held senior leadership roles across Germany, Denmark and Finland, with a strong focus on strategic business development. A Finnish national who has lived in Germany for over two decades, Ari is fluent in German, English, Finnish, Swedish and Danish.

In his new role, Ari will also join the Europe & Middle East leadership team, contributing to the region's strategic direction and growth.

Crawford is committed to strengthening its presence in Germany and is actively focused on expanding its Crawford Global Technical Services® (GTS®) expert solution in the market. Ari will be supported by Stefania Schiraldi, who continues as operations director, alongside a dynamic leadership team that includes Marvin Meiner (head of TPA) and William-David Reich head of Simply Germany).

"This appointment reflects our commitment to strengthening our presence in the region and accelerating the growth of Crawford in Germany. We're confident that under Ari's leadership, our team in Germany will continue to thrive and deliver exceptional value to our clients," said Niels de Kock, president, Europe and Middle East, Crawford.

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is a leading global provider of claims management and outsourcing solutions to insurance companies and self-insured entities with an expansive network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights for the Class B Common Stock (CRD-B) and protections for the non-voting Class A Common Stock (CRD-A). More information is available at www.crawco.com.

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