

Brand Assurance Media Tenor Customer Conference

October 8, 2011

Keith Thomas

Chief Underwriting Officer Special Lines

Zurich Financial Services

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Brand is important



- Awareness of Brands
 - Intangible Assets now seen as the major focus of management efforts
- Impact of strong Brands
 - Companies with strong brands will spend more on R&D, CSR and promoting social development
 - Brand seen as the main driver of shareholder value
 - Provides long term competitive advantage
 - Estimated to contribute one third of all wealth
 - Top 100 Brands in 2010 combined value of 2.04 trillion
- Key Focus at the board level
 - Damage to brand is one of the most important risks facing major corporations across the world according to a survey of large organizations by Aon and WPP
 - Brand damaging events lead to a loss of shareholder value and in turn heightened risk of D&O litigation
- Proactive management of Brand is critical
- Is there a Brand Insurance product to protect Brand?

Brand Assurance Overview



- Product Overview: Provides crisis management services for up to one year afforded by an approved crisis management firm for services during a insured event/named peril event. Pre-crisis services provided for 30 days also included.
- Exclusive arrangement with Zurich, Aon and WPP
- Limit of Liability: 50 million per event/\$100 million aggregate per policy period
- 19 Named Crisis Events Covered (can also be customized)
 - Examples include:
 - Financial restatement
 - Product or service boycott
 - Mass tort
 - Product recall
 - Whistle blower

Brand Assurance Overview



- Product can be:
 - Risk bearing to the insurer or,
 - Run through a captive insurance company or a mix of both
- Coverage Period: 365 days maximum
- Pricing is individually assessed based on business and exposures
- Risk Sharing via insured retentions and/or coinsurance participation
- Potential to package with other key reputational risk management service providers like Media Tenor

Discussion and Questions???



- Thank you for your time and attention

Zurich Contact Information



Keith Thomas

CUO Special Lines

Phone: 0041-44-628-8530 (office)

0041-78-636-8081 (mobile)

Email: keith.thomas@zurich.com