

**NEWS RELEASE:
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Keychoice brokers to cover non-standard risks

Keychoice, the insurance distribution business owned by SSP, has partnered with Plum Underwriting to enable its broking community to meet the needs of policyholders with non-standard homes.

The partnership makes it easier for Keychoice members to process non-standard risks that they might otherwise have not been able to place. This includes houses that are built from non-standard materials, affected by subsidence or flooding, or unoccupied for extended periods, as well as cases where the owner has criminal convictions, has been declared bankrupt or has an adverse claims history.

As Plum Underwriting has focused on the specialist home insurance market for 15 years, Keychoice brokers can benefit from a highly experienced team of underwriters with extensive knowledge of the risks involved, backed by the security and strength of Lloyd's capacity.

By joining Keychoice, Plum Underwriting has greater access to regional brokers – a key distribution channel in the UK insurance market.

With all of Keychoice's members working from a single technology platform, Plum Underwriting has a continuous view of how its non-standard home insurance product is performing. As a result, the underwriting agency can fine tune the product's performance with existing members, which will drive greater adoption amongst brokers and generate greater volumes of data for further fine-tuning.

To complement this, Plum Underwriting has access to the utilisation team within SSP, who visit brokers on a regular basis. This will ensure its non-standard home insurance product is being used as frequently and effectively as possible.

Ron Atkinson, Distribution Director at SSP said: "I am delighted to be working with Plum Underwriting, which has once again been rated one of the UK's top 5 personal lines insurers in the Insurance Times Broker Service Survey.

"The partnership enables our members to offer cover for a range of non-standard properties that mainstream insurers often lack the specialist knowledge to effectively quote for, while benefitting from exclusive discounted rates."

Simon Lewer, Business Development Director at Plum Underwriting said: "Joining Keychoice enables us to work with the traditional high street brokers that we wouldn't otherwise have access to, and efficiently allows us to trade with up to 500 brokers through a single partner.

"Given the proven track record of Keychoice members in writing highly profitable business for insurers, this is a fantastic opportunity for us."

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Notes to editors

About SSP

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years' experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

www.ssp-worldwide.com

About Plum Underwriting Limited

Plum Underwriting Limited is a London-based MGA providing specialist home insurance products for the UK and Republic of Ireland broker market, and is part of Global Risk Partners Limited, the specialist investment vehicle for brokers and MGAs.

Plum's capabilities and products are distributed via brokers in the following ways:

Plum's Online Portal where a quote is requested by the broker and Plum controls the underwriting and issues documentation.

Insurance software houses on a full-cycle EDI basis, allowing the broker to benefit from high quote rates and low operational cost. Brokers can also access Plum's underwriting support for more complex risks.

Delegated underwriting authorities, where Plum will issue a binding authority to the broker allowing them to white label their products and control the client experience.

Plum Underwriting Limited is authorised and regulated by the Financial Conduct Authority.

www.plum-underwriting.com

About Global Risk Partners Limited (GRP)

Global Risk Partners Limited (GRP) is an investment vehicle aimed at brokers and managing general agents (MGAs) trading in the UK retail and global, specialty insurance markets.

It was established in 2013 by Peter Cullum, Chairman and David Margrett, Chief Executive and is backed by Penta Capital LLP.

Global Risk Partners acquires businesses, teams and portfolios that have niche, non-commoditised, specialty propositions and strong profitability.

www.grpgroup.co.uk

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