

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



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## **Keychoice selects Howden as its preferred partner for Professional Indemnity Insurance**

Keychoice, the insurance distribution business owned by SSP Limited, has partnered with Howden, one of the UK's leading independent insurance brokers, to be the preferred provider of Professional Indemnity Insurance (PII) for Keychoice members. As well as access to an exclusive, tailor-made PII policy, Keychoice members will also automatically get access to a number of extra services to help run their businesses.

Howden has one of the largest and most specialised Professional Indemnity teams. Its reputation has been established over many years of supporting an extensive range of clients from sole practitioners to some of the UK's largest firms.

Ron Atkinson, Distribution Director at SSP said: "The PII market is a challenging environment right now meaning that, more than ever, it is vital to partner with an experienced specialist PII broker. Howden's strong reputation and specialist expertise in our sector means they are a natural partner to provide our members' PII."

Mark Westgarth, Managing Director - UK Regions at Howden says: "Professional Indemnity Insurance is a significant cost for many businesses and insurance brokers are no exception. At a time when the PII market is experiencing some of the toughest conditions in decades, access to practical advice from an experienced specialist broker is more critical than ever.

He added: "We are delighted that Keychoice has chosen us as their new preferred broker for PII. We look forward to working with them and their members to help guide them through the current challenging market conditions to ensure firms get the right level of cover at a competitive price. We have one of the UK's largest and most experienced teams with over 140 PII specialists who have direct access to a wide range of participating insurers and we are always monitoring the position

carefully. This makes us the perfect choice for keeping Keychoice members well advised on developments with reference to premium levels, capacity and coverage.”

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#### **Notes to editors**

##### **About Keychoice**

Keychoice is the insurance distribution group owned by SSP, and its products are exclusively available on SSP's technology platforms. Member brokers are able to win in the market through access to better and more competitive products, making them an attractive distribution channel for insurers. The insurers who partner with Keychoice also access unique data and intelligence that enables them to accurately target growth.

Membership now extends to over 500 members, who control in excess of £1.7bn GWP. Based on our view of the market, Keychoice brokers grew their total GWP by more than 7% during a tough trading period.

[www.keychoice.com](http://www.keychoice.com)

##### **About SSP Limited**

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](http://www.ssp-worldwide.com)

##### **About Howden**

Howden, the retail broking arm of Hyperion Insurance Group, provides a range of specialist insurance solutions to clients around the world. Together with Howden One, its global specialist insurance broking network, it comprises over 10,000 professionals, operating in more than 90 territories, and handling a combined Gross Written Premium of over USD22bn. For more information, please visit [www.howdengroup.com](http://www.howdengroup.com)

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