

**NEWS RELEASE:
FOR IMMEDIATE PUBLICATION**



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LV= partners with SSP for unified rating and pricing capabilities

Leading UK insurer LV= has integrated SSP Intelligent Quotes Hub (IQH) and SSP Verify with its policy administration system for unified dynamic rating and counter-fraud capabilities across its direct distribution channel.

As a market leader in product innovation and distribution, LV= recognised the need for specialist best-of-breed technology solutions to meet its sophisticated requirements. SSP IQH is an advanced dynamic risk rating, pricing and data enrichment platform that provides LV= with sophisticated product and pricing management, as well as test, launch and refinement capabilities.

The platform is highly configurable by business users on a self-service basis, rather than through IT development. This reduces the time and effort required to release product and pricing changes, enabling LV= to proactively take advantage of market opportunities and respond rapidly when conditions change.

With SSP IQH, LV= also benefits from a single point of data integration for internal and third-party sources, enabling the insurer to take advantage of the wide range of data available in today's increasingly data-rich world.

LV= has also deployed SSP Verify, a powerful pre-inception counter-fraud solution. This enables the insurer to analyse the behaviour of individual customers in real-time across all distribution channels, so it can identify and respond to potential application fraud.

Adrian Coupland, Customer and Marketing Managing Director at SSP said: "SSP already had a strong working relationship with LV= through its involvement on the Keychoice insurer panel. Having worked closely to develop a deep understanding of the breadth and depth of LV='s risk selection and pricing requirements, we're delighted to have an industry leader with an established reputation for excellence in this critical area of insurance business operations using SSP IQH and SSP Verify.

"The solutions are delivered using the new SaaS platform SSP developed over the course of a multi-year investment programme, which is now serving the majority of our insurer and broker customer base. The SaaS platform enables more rapid solution deployment, along with lower and more flexible cost of ownership for our customers."

Hugh Kenyon, Pricing Director at LV= said: "LV='s focus is on providing value for money for our customers, through the right insurance products at the right price. As part of our technology investment, we have designed a set of capabilities that enable us to offer the most accurate, tailored pricing possible.

"We partnered with SSP as it delivers risk selection and pricing capabilities proven in the sophisticated, high volume UK personal lines market, together with an innovative new platform that stood out as best-of-breed in our assessment.

"SSP IQH and SSP Verify are an excellent fit with our requirements for rating and pricing across the business, enabling us to continue providing new and innovative products at the right price."

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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 LV=

LV= serves over 5.8 million customers with a range of financial products. We are the UK's largest friendly society and a leading financial mutual.

When we started in 1843 our goal was to give financial security to more than just a privileged few and for many decades we were most commonly associated with providing a method of saving to people of modest means. Today we follow a

similar purpose, helping people to protect and provide for the things they love, although on a much larger scale and through a wide range of financial services including insurance, investment and retirement products.

We offer our services direct to consumers, as well as through IFAs and insurance brokers.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. LVFS is a member of the ABI and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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