

**NEWS RELEASE:
FOR IMMEDIATE PUBLICATION**



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SSP partners with award winning Refpoint Insurance Consultants to expand into the Middle East market

SSP is delighted to partner with Refpoint Insurance Consultants LLC (RPIC) to unlock a further market in the ever-growing Middle East insurance industry for SSP. The objective of the partnership is for RPIC to represent SSP in the MENA region, where we will help Insurers and Corporate Brokers transition to our digital insurance platform.

RPIC, led by Ken Maw, has extensive knowledge and experience of the Middle East insurance market and will provide sales and partnership capability for SSP in the area. SSP has worked with Ken and his team for over 20 years, when he owned and ran the Insure Direct group of companies - comprised of leading brokerages in the UAE - before the business was sold to the JLT group. RPIC has evolved from a team of insurance experts representing over 100 years of consolidated experience in insurance broking and consulting.

SSP has been working with insurers and brokers across the globe for over 30 years, and is helping them to embrace digitalisation, rating, policy administration or business transformation in numerous ways. Whether it's modernising their rating and pricing ability through the use of our innovative solutions such as Intelligent Quotes Hub, or totally transforming their business models, SSP is at the forefront of change in the insurance world. In the UK for example, SSP is helping Tier 1 insurers deliver quotes in 800 milliseconds with as few as 5 questions being asked for Home Insurance.

Rupert Bidwell, Strategic Accounts Director – Africa & Partners at SSP, said: "I am delighted to team with RP Insurance Consultants; a company whose tenure and understanding of the Middle East insurance market make RPIC ideal partners to pave the way for SSP to deliver our market leading digital insurance platform in the region.

Insurers who have implemented our digital insurance solutions have experienced increased agility and flexibility to quickly launch new products and channels, on a low upfront cost, high business-benefit basis. This is something SSP knows can be replicated in the area”.

Ken Maw, Managing Director at RPIC, said: “My previous Insurance Brokerage practice, which very quickly evolved into a multi-national business operation spanning over 4 territories, would never have been such a success without the support of SSP who provided an integral piece in our overall corporate machinery. Being able to continue supporting SSP under our new banner will now not only enable us to promote SSP’s superb product range to the Insurance Industry as a whole throughout the Middle East & Africa, but also support us in building out our own Consulting Venture in an era that is now far more customer focused and thirsty for improved digitalisation.”

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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 RP Insurance Consultants (RPIC)

RPIC comprises of a team of award winning insurance experts, who represent over 100 years of collective experience in insurance brokering and consulting in the MENA region. Headquartered in Dubai, RPIC eradicates the conflict of interest that currently rests on insurance brokers’ shoulders and also provide customers with an ability to get real value for money and ultimately build a much closer relationship with their core insurance providers.

RPIC also completes the jigsaw for those organisations that currently do not employ insurance experts to carry out risk and insurance management functions.

www.refpointglobal.com

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