

**NEWS RELEASE:
FOR IMMEDIATE PUBLICATION**



13 May 2019

**Keychoice partners with Best Insurance
to offer members access to Protection products**

Keychoice, the insurance distribution business owned by SSP, has partnered with Best Insurance to provide Keychoice members with access to their competitive accident, sickness and unemployment policies and their new Best Accident product.

Best Insurance is known for their wide range and market leading protection policies. The policies are innovative and designed to meet varied customer needs. Their new personal accident product is underwritten by Lloyd's of London. It has several unique features and a very slick online submission process.

Ron Atkinson, Distribution Director at SSP said: "I am delighted to be working with Best Insurance to offer our members access to a range of accident, sickness and unemployment policies. With Accident insurance one of the fastest growing segments within the protection market and with the launch of Best Accident Insurance, a huge gap in the market has now been filled for policies that are easy to purchase and comprehensive."

Stuart Boseley, co-founder of Best Insurance said: "Best Insurance are extremely proud and excited to be working with Keychoice and its members to help provide their clients with the personal protection they need. There is a massive protection gap in the United Kingdom and forward-thinking groups like Keychoice are working hard to bridge that gap for customers. In our opinion, personal accident or accident, sickness and unemployment income protection are the single most important insurance customers can purchase."

---ENDS---

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

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 Best Insurance

Best Insurance are a leading and respected niche protection insurance specialist. We are unique in our sector as we not only design, distribute and manage our own product range, we also broker from the wider market. This enables Best to give unparalleled choice, whether that is direct to our customers or through our wide and varied range of distribution partners. With many years of knowledge, experience and expertise Best constantly innovate pushing the boundaries of our sector by using cutting edge technology solutions alongside in-depth customer behavioural understanding, allowing Best to provide customers and distribution partners with the most comprehensive and competitive personal protection product range available within our niche.

www.bestinsurance.co.uk

www.bestaccidentinsurance.co.uk

For further information, please contact:

Lucy Minton

Email: Lucy.Minton@ssp-worldwide.com

Phone: 0121 779 8357 / 07979 700 488

SSP Head Office: Second Floor G Mill, Dean Clough, Halifax, West Yorkshire, HX3 5AX