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Global Expansion For Insurance Industry Information Platform

Slipcase, the specialist information platform focused on the insurance industry, is to pursue an ambitious global expansion drive on the back of strong international growth.

Launched in its current form in 2016, the platform carries tailored content from leading insurance and business media as well as insights from 38 organisations ranging from insurance brokers and carriers to global professional services groups including EY, Fitch Ratings and KPMG. This is delivered free directly to subscribers, both online and via a mobile app, or through tailored API.

Slipcase is to further expand in US, European and Asian markets, having invested heavily in its technology platform over the last year and in securing corporate partnerships that will continue to expand its reach. It is already being used by brokers and underwriters in 76 countries worldwide, and saw its US audience more than double in 2018 overtaking the UK as Slipcase's largest market. To build on this success, Slipcase aims to open its first US office later this year.

The business has plugged into the needs of an increasingly competitive market, with organisations in the commercial insurance and reinsurance industry investing in the positioning of their brands and the expertise of their employees.

A large number of leading organisations across the industry including Hiscox, AIG, EY, KPMG, Aon, Willis Towers Watson, Guy Carpenter, QBE, Liberty and Travelers are represented on the platform and are pushing their brand, specialists and expertise out to industry audiences around the world. The API is also in the final process of plugging into a number of the industry's most established organisations, to keep employees updated with the latest news and insights from the best sources across the market.

Alex Hearn, who previously worked as a Lloyd's of London broker, founded the platform. Alex Northcott, who launched the Media/PR information service Gorkana and now runs rival platform Roxhill, is also a director.

"We have reinvested our income over the last three years to build a platform that fits the needs of our industry's organisations, both internally to employees and externally to potential business partners" said Alex Hearn.

Alex Northcott added: "The traction that Slipcase has gained to date in such a traditional and technologically stubborn industry is fantastic. Recent enhancements have positioned the platform perfectly for another growth spurt internationally and perhaps into other financial services going forward."

Slipcase has recently confirmed one of the leading figures in the insurance industry as non-executive chairman, John Cavanagh, who retired as global CEO of Willis Re last year.

"This market is becoming increasingly sophisticated: there is more pressure on organisations to communicate their expertise, and on workforces to be better informed and educated," said John Cavanagh. "Slipcase has shown itself in recent years to be an essential resource for our

industry. I am delighted to be working with them and look forward to supporting their ambitious plans.”

Clients and individuals using Slipcase have been enthusiastic about the advantages of the platform and its alignment with their strategies.

Mark Shaw, Head of Business Development and Marketing at Hiscox said: “The Slipcase platform is a fantastic distribution channel for our thought leadership content to targeted audiences and for showcasing the expertise within our London Market business. We’re excited to work with Slipcase as it continues to grow and innovate.”

Matthew Smith, Partner, Global Strategy, KPMG said: “Slipcase has taken technology that we are all familiar with in our everyday lives and created something of real value for the insurance and reinsurance market. By being customer focused and understanding their data they have reacted to the needs of their clients and partners. This is an exciting growth story at an exciting time in the industry and I am looking forward to watching the next chapter.”

Jennifer Ainslie, Head of EMEA Marketing & Communications at Guy Carpenter said: “We have watched as the Slipcase platform has emerged over the last few years as a global resource for the industry. It enables us to push our insights and brands to relevant audiences and measure our traction over time.”

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About Slipcase:

Slipcase is a central content platform for the global insurance and reinsurance industry. The platform allows individuals in the market to keep informed with a broad variety of news and insights from the industry’s top sources and relevant content from the wider web. It also enables carriers, brokers and service providers to distribute their brand, news and insights to relevant industry audiences around the world.