



FOR IMMEDIATE RELEASE



For more information contact:
Lynn Cufley +44 (0) 207 265 4067
lynn.cufley@crawco.co.uk

18 March 2015

Zurich Global Corporate Partners with Crawford & Company® for Global Cyber Launch

LONDON - Crawford & Company is delighted to announce it has been chosen by Zurich Global Corporate UK Limited in a new global partnership to deliver the event and claims management solution for the insurer's new cyber security and privacy protection programme.

Crawford's service model forms part of Zurich's rounded cyber response called "Digital Resolve".

Zurich corporate customers will have the certainty of effective event management on a multi-lingual, global basis including a single point of first notification, triage and full event management services.

Zurich customers are given access via Crawford Global Technical Services™ to a pre-approved and contracted panel of proven experts in legal, cyber extortion, public relations, forensic investigation, credit monitoring and Crawford's own forensic accountancy team.

"This represents a stand out and compelling value proposition," says Benedict Burke, senior vice president, Global Client Development. "The outputs will be the minimisation of the impact of a cyber-related event on Zurich customers' business operations and brand reputation. It is Crawford's intention to maintain a position at the forefront of innovation in claims solutions and our collaboration with Zurich on their Security and Privacy Protection product is the latest example of this."

MORE

**Page 2 . . . Zurich Global Corporate Partners with Crawford & Company® UK for Global Cyber
Launch**

Vinicio Cellerini, CEO, Zurich Global Corporate UK, added that "Crawford and Zurich have collaborated together to deliver innovative strategic value added services to assist our corporate clients. This product will jointly provide a compelling and ground breaking way of providing an integrated service for this emerging risk that is at the forefront of many corporate clients."

The loss of income and significant impact on business brand from cyber risk has become a stark reality in recent years, noted Burke: "Several high profile incidents have brought home the genuine nature of exposure, which has especially affected sectors like retail, financial services, energy and utilities. There is a clear need for corporates in these sectors and others to understand and take steps towards re-engineering their cyber resilience strategies."

Recent data shows that almost half (43%) of the costs associated with an average data breach at a typical UK company are historically uninsured. ¹

¹Source: Ponemon Institute 2014 Cost of Data Breach Study

- End -

Notes to News Editor:

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.



###

For more information, please contact:

Lynn Cufley, Communications Director
T: +44 (0) 207 265 4067
M: +44 (0) 7585 901936
lynn.cufley@crawco.co.uk