

Reframing flood risk with data & technology



A Swiss Re Client Testimonial

An easy transition to a profitable new product

Technological advances around mapping and modeling are allowing underwriters to more accurately assess flood risk. This is opening up an exciting opportunity for insurers, while protecting the local communities they work in.

Offering customers coverage with confidence

Swiss Re and Security First Insurance entered into an agreement that enables residents to include water damage (including flood coverage) in their homeowners policy. Using Swiss Re's proprietary model that incorporates more than 400,000 events, policyholders can elect to buy added coverage with a single deductible for wind and flood at a price that accurately reflects the risk. The private-market breakthrough is quickly making its mark.

A sunny start in the Sunshine State

"We are seeing more than a 25% take-up rate on flood-eligible new business among independent agents," said Locke Burt, Chairman and President at Security First. "Customers are becoming more aware of their *true* risk to flood damage; and since the price more accurately reflects the risk, they're now making the good decision to obtain this new coverage."

Summary

- Swiss Re's proprietary flood model incorporates more than 400,000 events
- Policyholders can elect to buy added coverage with a single deductible for wind and flood
- The private-market breakthrough is making its mark

Some of the fast start has also been due to the easy transition to a new product, Burt said.

Security First integrated the Swiss Re rating model into their policy quoting/administration system and provided agent training, which now enables agents to generate individual coverage premium quotes in real time and bind new flood insurance policies immediately.

"Flooding and water back-up damage are real exposures for all of our 340,000 customers, so we're delighted to offer Floridians comprehensive flood-insurance protection at an

affordable price," said Burt. Swiss Re is also providing expertise, quota share support and a catastrophe-aggregate excess-of-loss cover.

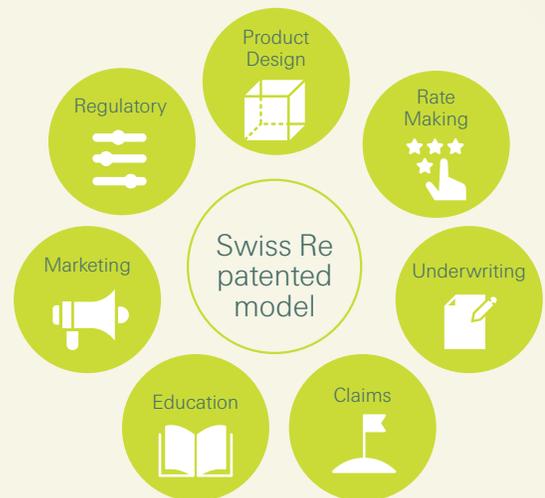
About Security First Insurance

Security First is built on more than 100 years of history and experience in the insurance industry. The company has an acute understanding of Floridians' vulnerability to natural catastrophe. The company now serves policyholders living across the state, storm after storm, year after year®.



Security First's take-up rate of flood-eligible new business among independent agents

The Swiss Re Flood Toolkit



Let's turn risk into an opportunity. We're smarter together

For more information and contact details, please visit us at swissre.com/USflood.