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NEWS RELEASE

Travelers Launches IndustryEdge® for Mid-Sized Businesses in the UK and Ireland

New Suite of Product Offerings Provide Industry-Focused Solutions for Businesses

London, 12 March, 2014 – Travelers Insurance Company Limited is launching into the UK and Irish markets IndustryEdge®, a new suite of insurance products designed to combine sector-specific underwriting, a superior claims service and risk management expertise. IndustryEdge is aimed at the mid-market and is modeled after similar solutions Travelers offers in the United States and Canada.

Travelers has begun rolling out its IndustryEdge products, beginning with food and drink manufacturers, plastic goods manufacturers and technology and printing sectors.

“IndustryEdge is a fully integrated business insurance risk solution tailored to a range of industries and businesses,” said Keith Purvis, General Manager for Travelers. “We know that no two industries are the same, and as the speed of technological and regulatory evolution accelerates, the focus now must be on building solutions that are tailored to fit their respective sectors. IndustryEdge products are underpinned by extensive research, industry experience and tools that support insurance-based solutions for businesses to manage their unique risks and reduce losses.”

Key elements of IndustryEdge include:

- Specialist wording for unique exposures in chosen sectors;
- On-site and virtual risk assessments;
- Access to experienced Travelers staff with expertise matched to each sector; and
- Loss adjusters and solicitors appointed on the basis of their sector expertise.

“IndustryEdge is built on the very latest thinking about individual sectors, each constructed to adapt to the changes and innovations taking place in particular industries,” continued Purvis.

Further announcements on the launch of new IndustryEdge product offerings are anticipated to follow during 2014.

About Travelers

The Travelers Companies, Inc. is a leading provider of property liability insurance for motor, home and business. The group has more than 30,000 employees and operations in the United States, Canada, UK and Ireland, and through a joint venture in Brazil under the brand JMalucelli Seguros. The group generated revenues of approximately USD\$26 billion in 2013. The European-based operations offer customers a wide range of coverage through Travelers Insurance Company Limited and Syndicate 5000 at Lloyd's.

For more information, visit www.travelers.ie

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