



XL Insurance

Reputational Crisis Event Protection

Prevent. Respond. Recover.



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Protecting your reputation and your business

How would you cope if a negative Twitter storm engulfed your brand, or a video went viral showing your business in a bad light? In a 24/7 media world, threats to your reputation can come out of nowhere. Seemingly minor incidents will be magnified on social media platforms and blow up into a crisis.

A senseless act or well-intentioned mistake by an employee or contractor can change customer and stakeholder perceptions. Trust in your brand, customer loyalty, investor confidence will be seriously damaged in a matter of minutes and increased emphasis on Environmental, Social and Governance (ESG) practices has given companies even greater reputation management focus.

AXA XL's Reputational Crisis Event policy provides a complete prevention, response and recovery service to protect your reputation and your business. We'll work with you as a partner from day one of your cover to help you prevent incidents, identifying where threats may come from, and how to reduce your risks.

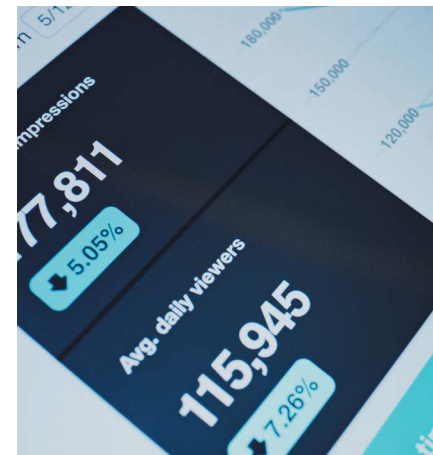
If an incident happens, our crisis response partners will help you respond and recover quickly. They'll be at your side, managing a fast-moving situation, providing expert strategic, legal and PR consultancy to help you restore trust and minimise the damage to your business.

Is your most valuable asset at risk?

Reputation isn't listed on your balance sheet, but it's probably one of your most valuable assets. It's what stands behind your brand, builds trust with consumers, stakeholders and investors – and gives customers reasons to buy.

ESG brand management

Managing potential threats to reputation is very high on C-Suite's agendas and most companies' risk registers. At the same time, all industries are embedding and enhancing their ESG policies. The need to get this right, and the increased focus from stakeholders, means that managing, mitigating and transferring reputation risk has become even more of a priority for many clients.



87%

of executives rate managing their reputation risk as more important than other strategic risks.¹

70%

of consumers will avoid buying a product if they don't like the company behind it.²

¹ statuslabs.com/reputation-management-stats-2019

² ignityte.co.uk/blog/35-amazing-online-reputation-facts-stats-everyone-should-know

A 360° prevention, response and recovery service

At AXA XL, we have decades of experience helping corporate clients handle crisis situations, from political upheaval to product recalls. We'll partner with you, tailoring services to your business that help you prevent threats to your reputation and respond and recover if an incident happens.

Pre-crisis planning

From the day your cover begins, our experts will get to know your business. Using cutting-edge analytics, our prevention and response partners, S-RM, will assess where your potential threats lie and help you plan a strategy to prevent them damaging your business and reputation.

You will receive an introductory phone call or meeting with a senior Crisis Management Consultant, baseline reputational analysis reporting, reputational crisis event preparedness check-ups and ongoing reputational crisis event monitoring.

Optional services

1.

An in-depth Reputational Risk review

2.

Reputational crisis event training for Chief Executive Officer and Leadership Team

3.

Consultancy support to help design and implement an appropriate Reputational Risk plan

4.

Mid-year stress test

5.

Bespoke sentiment monitoring alerts

6.

Dedicated account manager



What is a Baseline Reputational Analysis Report?

An in-depth insight into your business focusing on:

- Online sentiment
- Recent negative coverage
- Profile of executive management
- Negative coverage by geography
- Key risks
- Possible risk mitigation
- Source of coverage
- Key influencers

Expert crisis response and support

Threats to your reputation are fast-moving and can quickly overwhelm your business. Our experts will be supporting you from the moment the policy is triggered. S-RM, will help you assess the situation and advise you how to respond.

Services include:

- Immediate and ongoing strategic advice
- Specialist legal advice
- Co-ordination and project management of your existing external advisors or appointed advisors
- Bespoke sentiment report monitoring

AXA XL Crisis Management & Special Risks

We have an entire division dedicated to Crisis Management & Special Risks, with expert underwriters who work daily to assess existing and emerging threats, and develop innovative insurance solutions to the rapidly changing risk environment.

This unique insight has enabled us to design our Reputational Risk solution with your needs in mind. It sits alongside our traditional insurance products, providing another level of protection and security.



S-RM

Our prevention and response partners

S-RM is a global consultancy that provides intelligence, resilience and response services, enabling clients to manage operational, reputational and regulatory risks. The firm's 300+ professionals speak 35+ languages and have operated in 140+ countries out of their offices in the UK, Switzerland, South Africa, Hong Kong, Brazil and the US.

Their crisis management team includes experts from law enforcement, intelligence, public relations, academia, journalism and the military, and has handled 1000+ incidents in the last twelve months, supported by a network of 1200+ contractors. They lead their industry by providing clients with unequalled turnaround, clarity and discretion, underpinned by the most effective crisis management thinking and methodologies.

Our insurance offering

Coverage

On top of the pre-crisis planning services to prepare your business if the worst were to happen, if you suffer from adverse publicity we'll pay the full cost of all S-RM expert crisis response and support services and any consultants and experts they appoint to manage a crisis on your behalf – up to the policy limit.

Response triggers

Crisis response support will be provided if your business suffers adverse publicity that's likely to result in significant negative change in the perception of your business or the covered brand by customers, clients, shareholders, or financial analysts.



Key benefits for your business

AXA XL's reputational crisis event solution supports your business strategy and helps you strengthen your resilience to recover from unforeseen events.

You'll get:

- Expert services that complement your existing communications and crisis response capabilities
- Leading-edge analytics to assess and monitor potential threats
- Funding for pre-crisis training and planning
- A dedicated single point of contact for all crisis situations, mobilising the response and support you need
- A 24/7 crisis response hotline
- Bespoke cover to fit your individual business needs

Protecting your ESG risks

ESG is inextricably linked to reputation. ESG policies are effectively pledges to act in certain ways, to uphold certain standards of corporate behaviour and best practice, for the good of the environment and society. And this extends to supply chains too. Greater policy transparency means that stakeholders can easily access information about a huge range of matters, such as supply chain labour issues or company/supply chain single-use plastic wastage, for example. Getting this wrong can have major consequences for brands. Reputation risk management must, therefore, be viewed through an ESG lens – from the outset.

Reputation risk will continue to evolve and will always move quickly. The use of social media as well as the increased focus on ESG and company ethics will mean companies must remain hyper-vigilant to ensure that they're not – even perhaps inadvertently – risking damage to their reputations. Risk management and transfer has an important role to play here – in an advisory capacity as well as a financial one.



ESG Reputation Risk Case Studies

Our Reputational Crisis Event cover helps to protect your ESG reputation.

We'll work with you as a partner from day one of your cover to help you prevent incidents, identifying where ESG threats may come from, and how to reduce your ESG related risks. Here are some examples of how this type of management has actively protected other clients:



Baby Food Brand – Media Monitoring

Incident: A leading baby food brand had media monitoring in place as part of its reputational risk cover. The monitoring tracked that the supply chain manufacturers of the packaging for the baby food were using child labour in the factory and may have contaminated the local water supply with effluent waste from the manufacturing process. The news was reported to be credible and the brand sought support to help protect their reputation and informed the crisis response partner which triggered the policy.

Response: The crisis team gathered together with external communications experts to review holding statements and a clear strategy agreed for all. An investigation was conducted to examine the veracity of the accusations. The threat was nullified, avoiding a potential costly brand issue and huge reputation damage.



Carbon Neutral Crisis – Sustainability Monitoring

Incident: A large café chain follows a carbon neutral ethos. Ongoing monitoring of the supply chain highlighted that the processes employed by one of their suppliers to produce lids, straws and other products was not offsetting their carbon emissions and could potentially be a reputational crisis event.

Response: The crisis response partner coordinated the crisis team and other service providers to provide a clear exit strategy/solution to help the brand to extricate themselves from their current situation, and avoid any future reputational damage.

In numbers

AXA XL is a world leading insurer

We are the world's largest commercial property and casualty insurer¹ and a leader in many specialty classes.

No. 1 global P&C Commercial Lines insurer by GWP

€31.7b Combined GWP¹

30 AXA XL offices around the world

200+ Countries serving our clients²

Lloyd's leading presence³

Our clients

Our exceptional people work closely with clients, using data-driven insight and technical innovation to help them find solutions for complex and emerging risks.

More than;

90% of the UK's FTSE 100 companies

98% of France's CAC 40 companies

97% of Germany's DAX companies

87% of the Forbes 500 companies

500 leading insurance companies are served by our reinsurance team

¹ Based on revenues for AXA XL and AXA GI commercial business

² Country capability count is based on the International Organization for Standardization (ISO.org) country code listing – ISO 3166

³ 2017 Lloyd's Syndicate Stamp Reports



Our way

Our exceptional people work closely with clients, using data-driven insight and technical innovation to help them find solutions for complex and emerging risks.

Our people

- We're committed to developing the very best talent
- A culture that is supportive and inclusive
- Empowering people to deliver excellent client service

Our approach

- We work together with our clients to help them anticipate, prepare for and prevent losses
- Creating innovative solutions for existing and emerging risks
- Providing outstanding service wherever and whenever needed

Our platform

- Strong and efficient capital base
- Data-driven insights
- Leading-edge technology



Contact us

Talk to us about how we can help you protect your brand from reputational threats.

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