

## Welcome to Lloyd's

Everything you need to know about Lloyd's on two pages

The logo for Lloyd's, featuring the word "LLOYD'S" in a bold, serif, all-caps font. The letters are black and set against a white rectangular background.

## What is Lloyd's

- Lloyd's is the world's leading, specialist insurance market. Like any market, it enables those with something to sell - underwriters providing insurance coverage - to make contact with those who want to buy - brokers, working on behalf of their clients who are seeking insurance.
- Brokers come into the Lloyd's Building in London and "shop around", taking a particular risk they want covered around the market to try to find the best price, terms and conditions.
- At Lloyd's, businesses from all over the world can find insurance for risks in exchange for the payment of a premium. This premium, and the terms and conditions of the policy, are based on the likelihood of the risk happening, and its value. If it's a big risk and worth a lot of money, it is likely that you'll pay more to insure it.
- Since its early days based in a 17th century coffee shop, Lloyd's has proved time and time again that it can respond quickly to change and meet customer demands. Lloyd's underwriters are known throughout the world for devising tailored, innovative solutions to complex problems.
- Lloyd's covers the world's most complex and specialist risks - from oil rigs to celebrity body parts, from major airlines to the world's biggest banks and sporting events.
- Insurance is sold (or "underwritten") by members of Lloyd's. The members provide the financial backing, known as capital, which acts as security for Lloyd's policies to help ensure that claims are paid. Capital comes from a mixture of financial institutions, major insurance businesses and individuals (sometimes called "Names").
- A member or a group of members form a syndicate. A syndicate's underwriting and other activities are managed on behalf of its members by a managing agent. For example, managing agents employ the underwriters who use their specialist knowledge to accept or decline risks for the syndicate. Different syndicates can specialize in different types of insurance.
- Planning for the future, Lloyd's issued a three-year strategic plan in January 2006 to ensure that the market is "the platform of choice for insurance and reinsurance buyers and sellers to access and trade both specialist and large property and casualty risks."

To find out more, click: [www.lloyds.com/threeyearplan](http://www.lloyds.com/threeyearplan).

Lloyd's is regulated by the Financial Services Authority