

Market/View Australia

Australia's most comprehensive commercial insurance market overview



About Finaccord

Finaccord is a leading global market research, publishing and consulting company that specialises in insurance and other financial services, including banking, assistance and warranty services. It is a division of Aon Inpoint which has over 20 offices worldwide.

Through the deployment of rigorous research methodologies refined over more than a decade, we provide our clients with incisive data focused on assisting them with their marketing and distribution strategies.

Our proprietary models and primary research techniques provide us with unique insights into market values and segmentations, affinity and corporate partnerships, and changes in consumer behaviour.

Our international network of consultants is able to deliver information quickly and accurately across a range of countries worldwide in order to show how markets are actually behaving. In total, over 500 published reports and data files are available with coverage of insurance and other financial services topics across more than 50 countries.

We would be delighted to help you with your market data and insight needs.

Introduction

Firms succeed or fail on the strength of the investment opportunities they pursue. Timely and accurate due diligence is critical to identifying and unlocking growth potential and operational improvements. This is true whether in the context of large businesses with global scale, mid-sized businesses that may have differentiated or protected market niches or smaller businesses with scalable platforms and visionary management teams within fragmented industries.

Insurance market sizing data is being utilised by (re)insurers, private equity, banks, consultants, analysts, and other services firms engaged in the insurance sector to enable analysis of the relative size of market segments and to understand sources of growth and emerging opportunities. However, until now, market sizing information has generally been quite inaccurate and high level, necessitating assumptions that may undermine or compromise views on value potential.

Finaccord's market sizing tool, Market/View, provides Australia's most comprehensive commercial insurance market overview with 55,000 individual data points of analysis. The tool is built from 2 million individual data points of input, including Aon's proprietary premium data and a myriad of third party data sources, and reviewed by Aon brokers and leading insurance carriers.

Market/View will provide you with detailed insights into the volume of premium by product, industry, client size and/or territory according to risk appetite / segmentation. Through the tool you will be able to obtain a better understanding of the characteristics of particular market segments, identify attractive segments for investment, and follow emerging trends and their impact on performance.

Michael. R. Moran
CEO, Aon Inpoint

Market/View Australia

Finaccord's Market/View, our Australian commercial insurance market sizing tool, was created with the goal of developing the most robust and granular reference source for the Australian commercial insurance market. To achieve this goal we built a unique database that enables market participants to understand segment specific trends through an interactive online platform.

Unique insights into the Australian commercial insurance market

Market/View provides insights on the size of the Australian commercial insurance market segmented by 24 products, 19 industries, 8 States and Territories, and 5 client size segments, and includes access to c. 55,000 individual premium data points across three years (FY 2015, FY 2016, FY 2017).

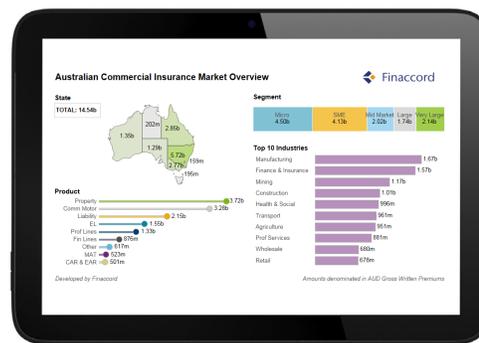
The market sizing methodology is based on a breadth of information sources, including:

- Proprietary Aon placement data – two million data points used to analyse buying behaviour and average premium spend by segment;
- Third party data – a wide range of third party datasets including ABS, ATO, APRA, NCPD, Finaccord;

Business decisions based on the most comprehensive and robust dataset available

- Analyse the relative size of market segments and understand sources of growth and emerging opportunities
- Deep-dive by product line, industry, geography and client size segment to identify areas of focus

Market/View will allow you to gain detailed insights into the volume of premium by product, industry, client size and/or territory according to risk appetite/segmentation. This will help you to make more informed decisions and stay ahead of the competition by, for example: identifying segments of interest to expand into; developing a strategy for targeting pockets of the market; benchmarking in specific segments.



- Aon broker and carrier insights – Insights and output validation from Aon brokers and the largest Australian Commercial carriers;
- Finaccord algorithms – proprietary algorithms built through linking a wide range of data sources.

- Make business decisions based on a comprehensive understanding of the latest market trends



◆ **Market/View can help you solve specific strategic questions, including:**

- Should we invest in this market?
- How has premium changed across multiple years?
- What are the emerging trends in this market segment and how will they impact performance?
- What are the characteristics of a particular segment (product line / geography / industry / company size) in relation to our business/client needs?
- What other market research data is available to help us make more informed business decisions?

◆ **Practical usage can be provided as Market/View will:**

- Help you identify attractive market segments, screen for investment opportunities and provide secondary due diligence advice
- Support you with a consulting engagement within the insurance industry
- Assist with the strategic development of risk capital in specific market segments



The most comprehensive view of the Australian commercial insurance market

Inputs to Market/View

2M data points used to analyse buying behaviour and average premium spend by segment

A wide range of third party datasets including ABS, ATO, APRA, NCPD, Finaccord

Insights and output validation from Aon brokers and the largest Australian Commercial carriers

Proprietary algorithms built through linking a wide range of data sources



Outputs from Market/View

55K data points of analysis, allowing unparalleled analysis of Australia's commercial insurance market

Industry highlights - full split on 19 industries based on 2006 ANZSIC codes

Product highlights - provides a more refined product split than what is publicly available, e.g:

- Cyber
- Rural
- Construction
- Fidelity and crime
- Contingency
- Trade credit and surety
- Business travel
- Crisis management

Client Segment highlights - 5 distinct points of segmentation by client turnover sizes

State highlights - Full coverage of all Australian states and territories

Data points

Products	State	Industry (2006 ANZSIC)	Client Size Segment
Aviation	ACT	Agriculture, Forestry and Fishing	Micro
Business Travel	NSW	Mining	SME
Commercial Motor	NT	Manufacturing	Middle Market
Commercial Property	QLD	Electricity, Gas, Water and Waste Services	Large
Construction & Engineering	SA	Construction	Very Large
Contingency	TAS	Wholesale Trade	
Crisis Management	VIC	Retail Trade	
Cyber	WA	Accommodation and Food Services	
D&O		Transport, Postal and Warehousing	
Fidelity & Crime		Information Media and Telecommunications	
Financial Lines Other		Financial and Insurance Services	
Management Liability		Rental, Hiring and Real Estate Services	
Marine Cargo		Professional, Scientific and Technical Services	
Marine Hull		Administrative and Support Services	
Marine Liability		Public Administration and Safety	
Medical Malpractice		Education and Training	
Other PL		Health Care and Social Assistance	
PI		Arts and Recreation Services	
Product Liability		Other Services	
Property Other			
Public Liability			
Rural			
Trade Credit & Surety			
WC			





Sydney, Australia



Our Team of Experts

Finaccord, Aon Inpoint's market research arm, specialises in insurance and other financial services, including banking, assistance and warranty services. Through the deployment of rigorous research methodologies refined over more than a decade, Finaccord provides its clients with incisive data focused on assisting them with their marketing and distribution strategies. The team's proprietary models and primary research techniques provide unique insights into market values and segmentations, affinity and corporate partnerships, and changes in consumer behaviour. Through an international network of consultants, the team is able to deliver information quickly and accurately across a range of countries worldwide in order to illustrate how markets are actually behaving. In total,

over 500 published reports and data files are available with coverage of insurance and other financial services topics across more than 50 countries.

Aon Inpoint can support users of Market/View with additional services upon request for example:

- Work with Aon Inpoint Analysts to understand relative performance of the carrier across key segments
- Design a winning proposition for segments of interest with the help of Aon Inpoint's Consulting experts
- Seek the support of Aon Inpoint Engagement Leaders in improving connectivity with Aon brokers, and in targeting opportunities where carrier has a compelling offering for insured clients



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About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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