

Take
another
look at Lloyd's

LLOYD'S

The top 10
banks let us
take the risk.



8 of the top 10
pharmaceutical
companies feel
more secure
with us.



- At Lloyd's of London the combination of our security and breadth of vision allows us to underwrite everything from car engines to internet search engines, but all our policies have something in common – every one is tailored to our clients' needs.

68% of the FTSE 100 take advantage of our range.



**5 out of the top 10
telecommunications
companies rely on
our networks.**



- Every day, thousands of brokers and underwriters meet in the Lloyd's insurance market. It is this creative interaction which characterises Lloyd's and gives our clients an unparalleled choice of business solutions.

Each policy written is backed by the security of an A–rating from A.M. Best and an A from Standard & Poor’s.

The rating **“reflects the financial strength, operating performance and market profile of Lloyd’s. It is based on Lloyd’s excellent capital strength, its lead position in a number of important markets, high profile brand image, global licences and good regulatory oversight.”**

A.M. Best

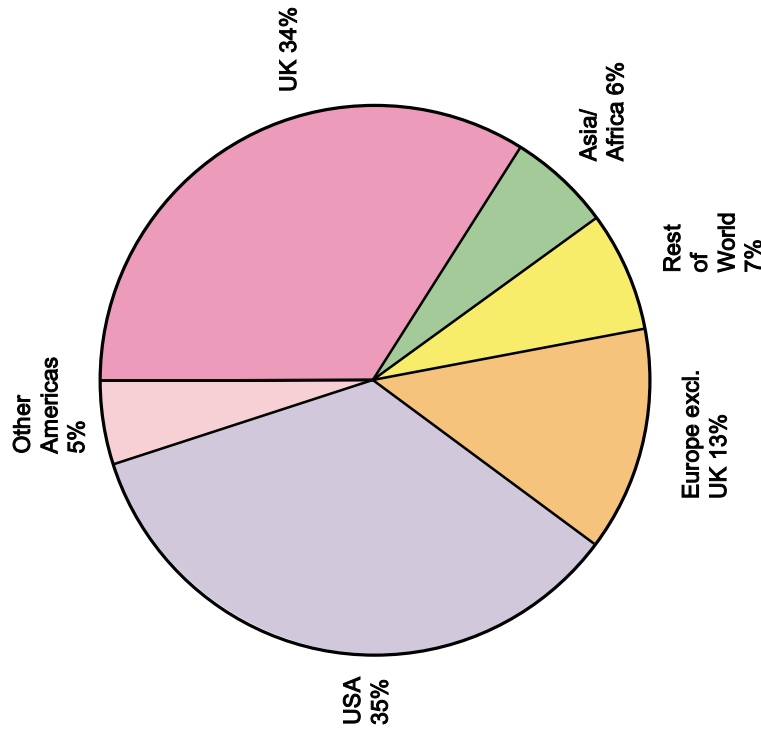
“The rating is based on the Market’s very strong capital base, strong financial flexibility and robust regulatory management.”

“It has one of the strongest brands and licence networks in global insurance and reinsurance.”

Standard & Poor’s

- More than 1300 individual underwriters write insurance at Lloyd's of London, guaranteeing keenness of price and flexibility of cover.
- With 62% of our capital provided by major international insurers, we are at the heart of the global insurance industry.

Lloyd's business by region 2000



Source: IMIS, MRSD Analysis

The top 4 petroleum
companies enjoy
our flexibility.



The top 5 motor
vehicle manufacturers
feel more competitive
with us.



- More than 110 separate underwriting syndicates form a dynamic market that is a major power in world insurance.

- Together we are backed by assets that total more than £16 billion.

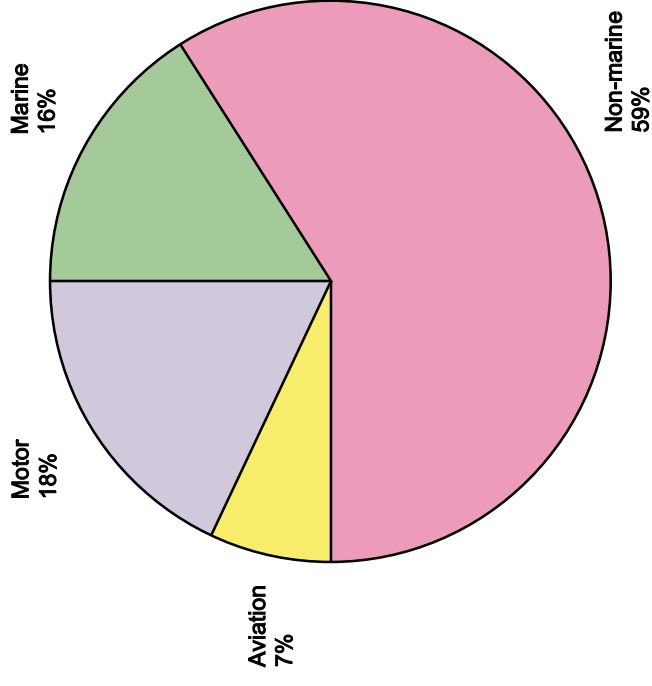
83% of the Dow Jones IA feel more confident with our size.



4 of the top 5
food companies
prefer our
special recipe.



Lloyd's business by class
2000



Source: IMIS, MRSD Analysis

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