

Press Release

12 May 2014

Steve Baldry joins UnderwriteMe as Head of Underwriting Services

Technology newcomer UnderwriteMe announces the appointment of Steve Baldry as Head of Underwriting Services. Steve will be working closely with distributor and insurer partners on the single application process to optimise business performance, as well as supporting insurers on their underwriting rules development. Steve previously led the underwriting function of Swiss Re's partnership ventures, including the underwriting rules development and optimisation. Prior to that Steve was the research and development underwriter at Ageas Protect, where he was instrumental in developing their award winning underwriting capability.

UnderwriteMe CEO, Martin Werth, commented: "We are delighted to have attracted the entrepreneurial talents of Steve Baldry, to lead our underwriting development. He brings together outstanding underwriting knowledge with real world capability and experience in making the buying experience as straightforward as possible. He is joining at a really exciting time, as we complete the final steps to replace the antiquated buying processes".

Steve Baldry commented: "It is great to be part of UnderwriteMe. The capability it has developed is jaw dropping and I'm really excited to be in position to help make buying protection easy and more rewarding. I am looking forward to working with our many distribution and insurance partners so that we can finally grow the protection market for the benefit of all."

-ends-

Notes to Editors

The information contained in UnderwriteMe's press releases is intended solely for journalists and should not be used by consumers to make financial decisions.

Media enquiries

Martin Werth, CEO UnderwriteMe Ltd
Tel: 07914 590365 Email: martin.werth@underwrite.me

Kevin Carr, Carr Consulting & Communications Ltd
Tel: 07887 838811 Email: kevin@carrcandc.co.uk

About UnderwriteMe

UnderwriteMe is a protection specialist technology company that has developed web enabled technology and transaction services that improve the customer experience and remove manual processes. The technology improves profitability by making the processes easier, faster and more transparent. Key components are a web enabled enquiry engine and individual insurer web-enabled underwriting engines. UnderwriteMe is backed by Pacific Life Re, who is the major shareholder.