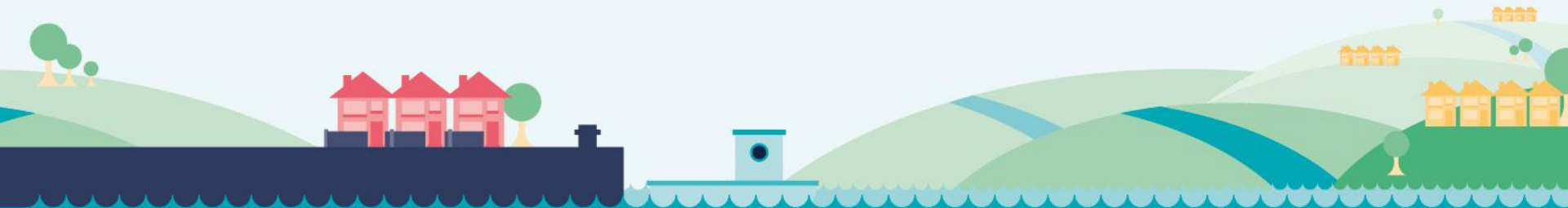


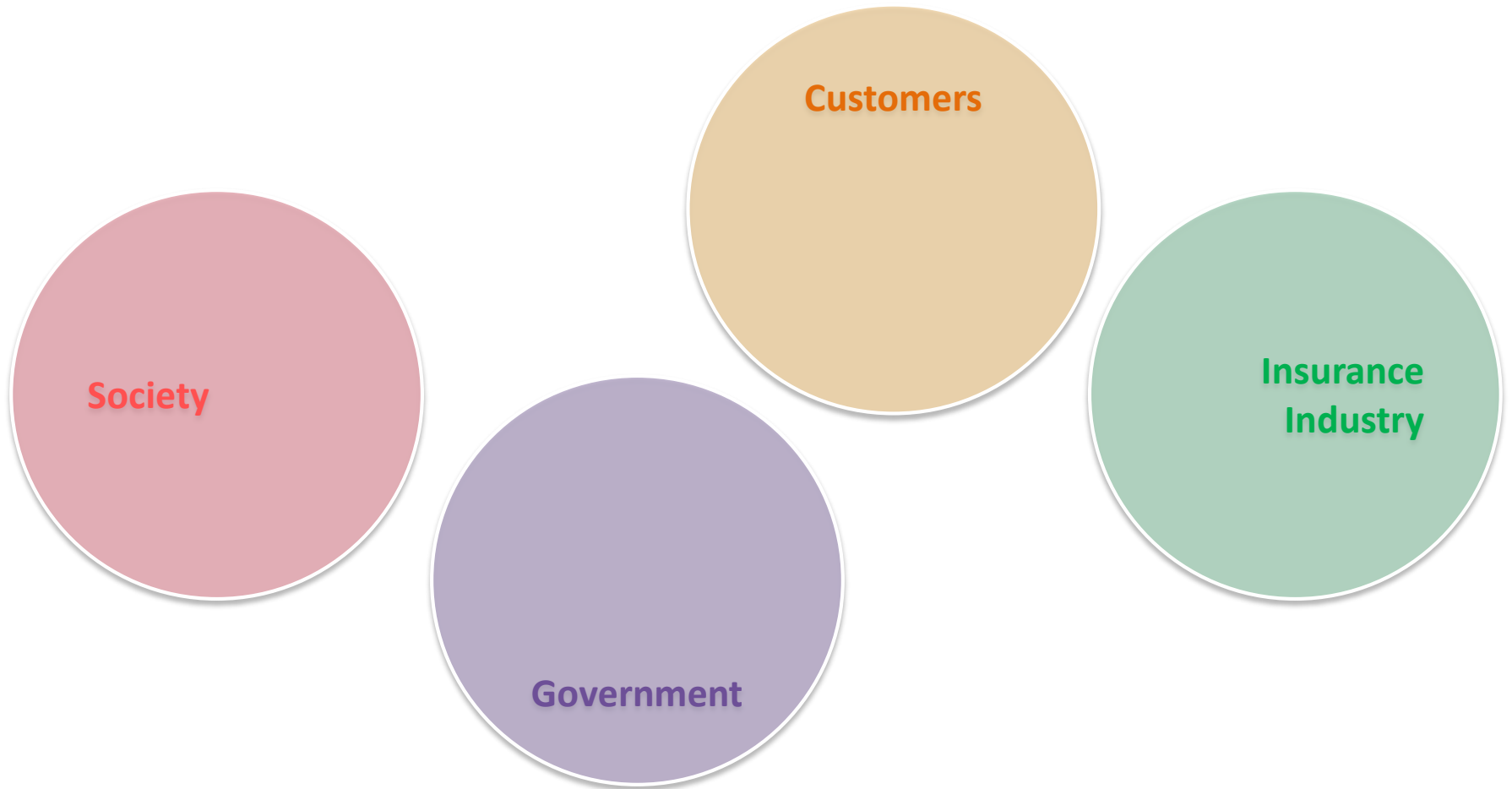


The journey so far

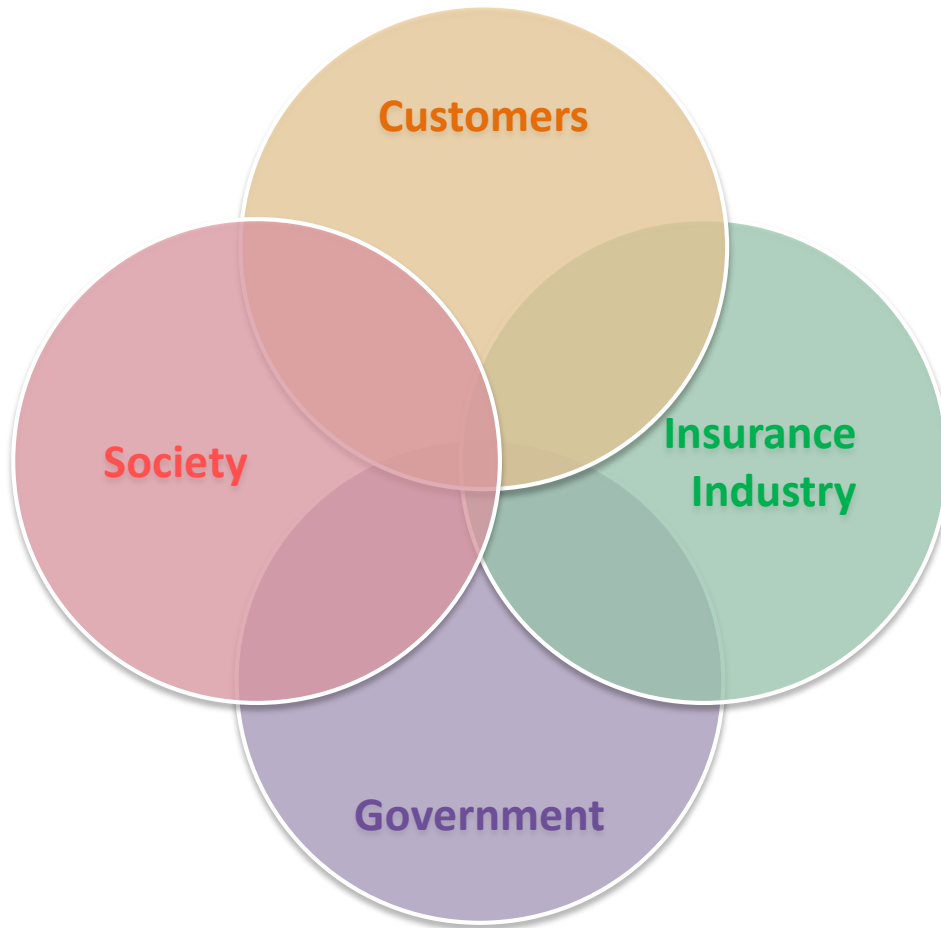
Aidan Kerr, Director of Operations, Flood Re



Identifying a shared purpose

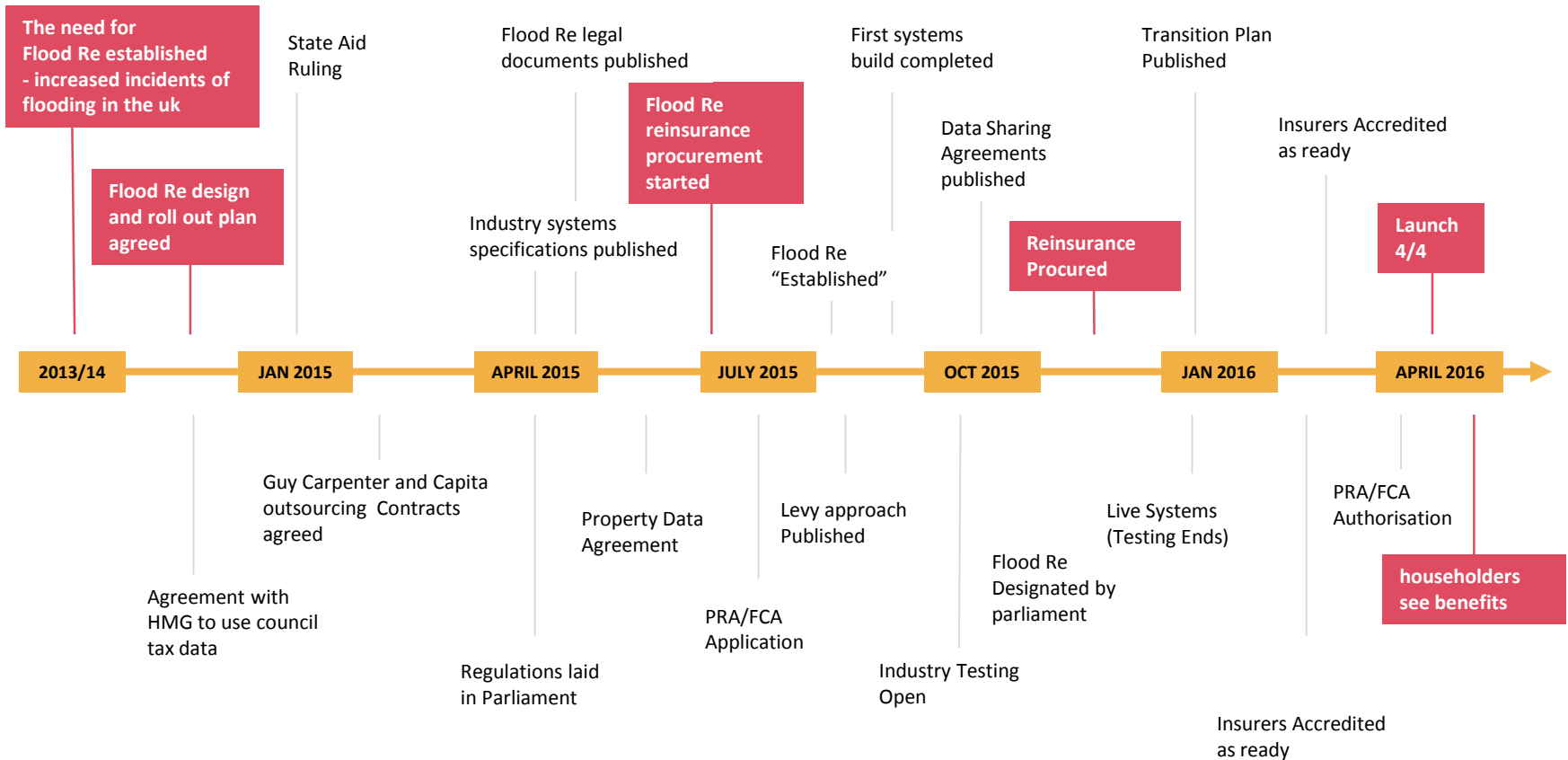


Identifying a shared purpose



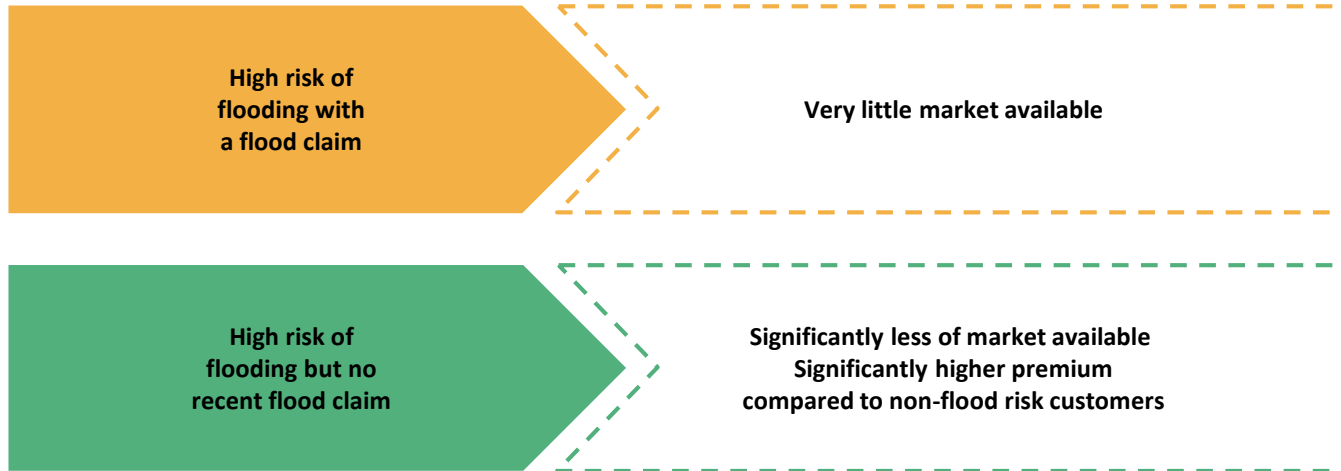
Ensuring the availability of affordable flood cover within a competitive market is the goal shared by all stakeholders

Delivering a 'world-first'

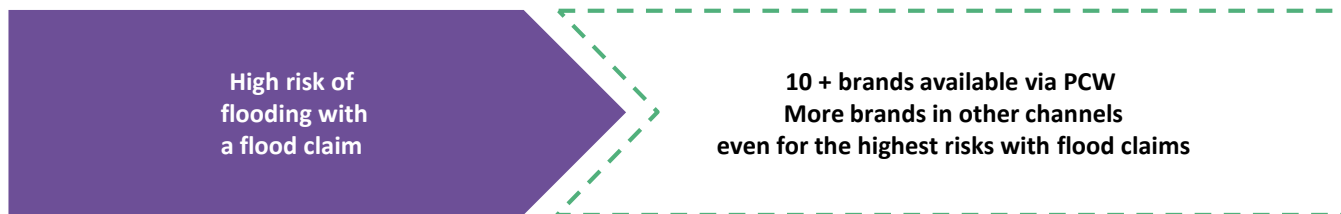


Customer impact

Availability pre-launch



Availability post-launch



Our purpose

Flood Re's purpose is to promote and enable the availability and affordability of flood insurance for eligible homes and manage over its lifetime the transition to an affordable market for household flood insurance where prices reflect the risks of flooding



Our transition purpose

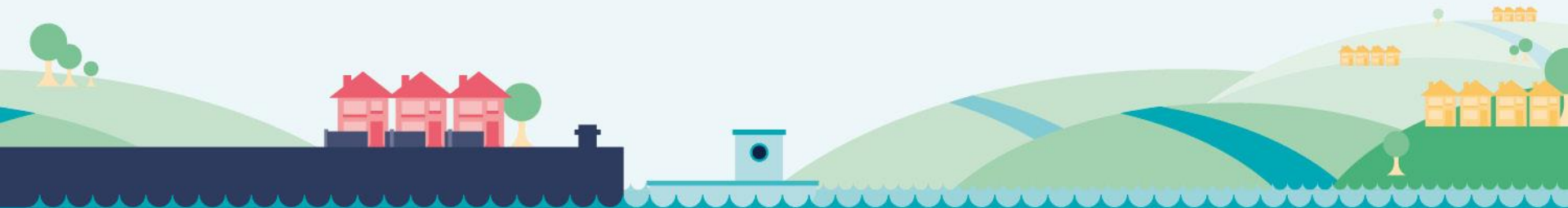
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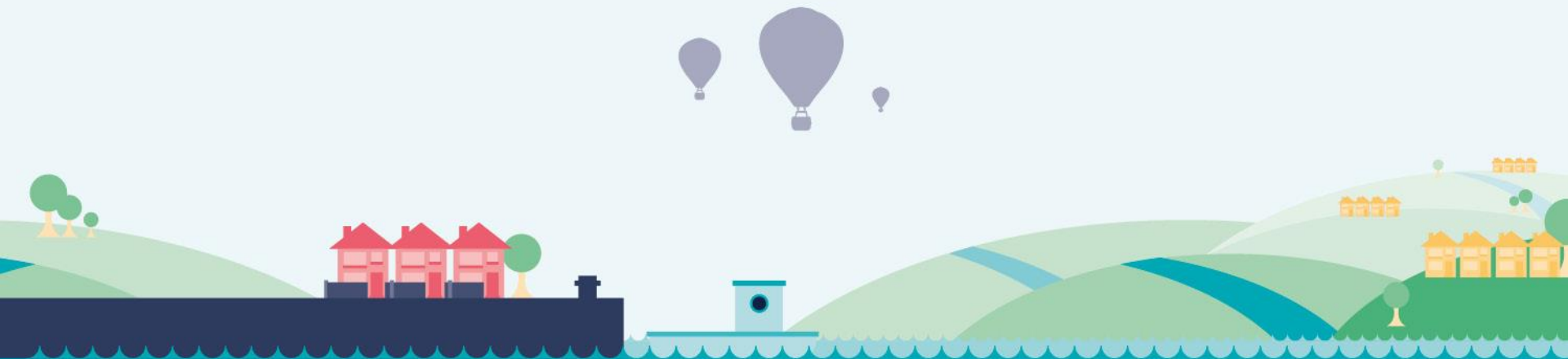
The journey so far

Aidan Kerr, Director of Operations, Flood Re



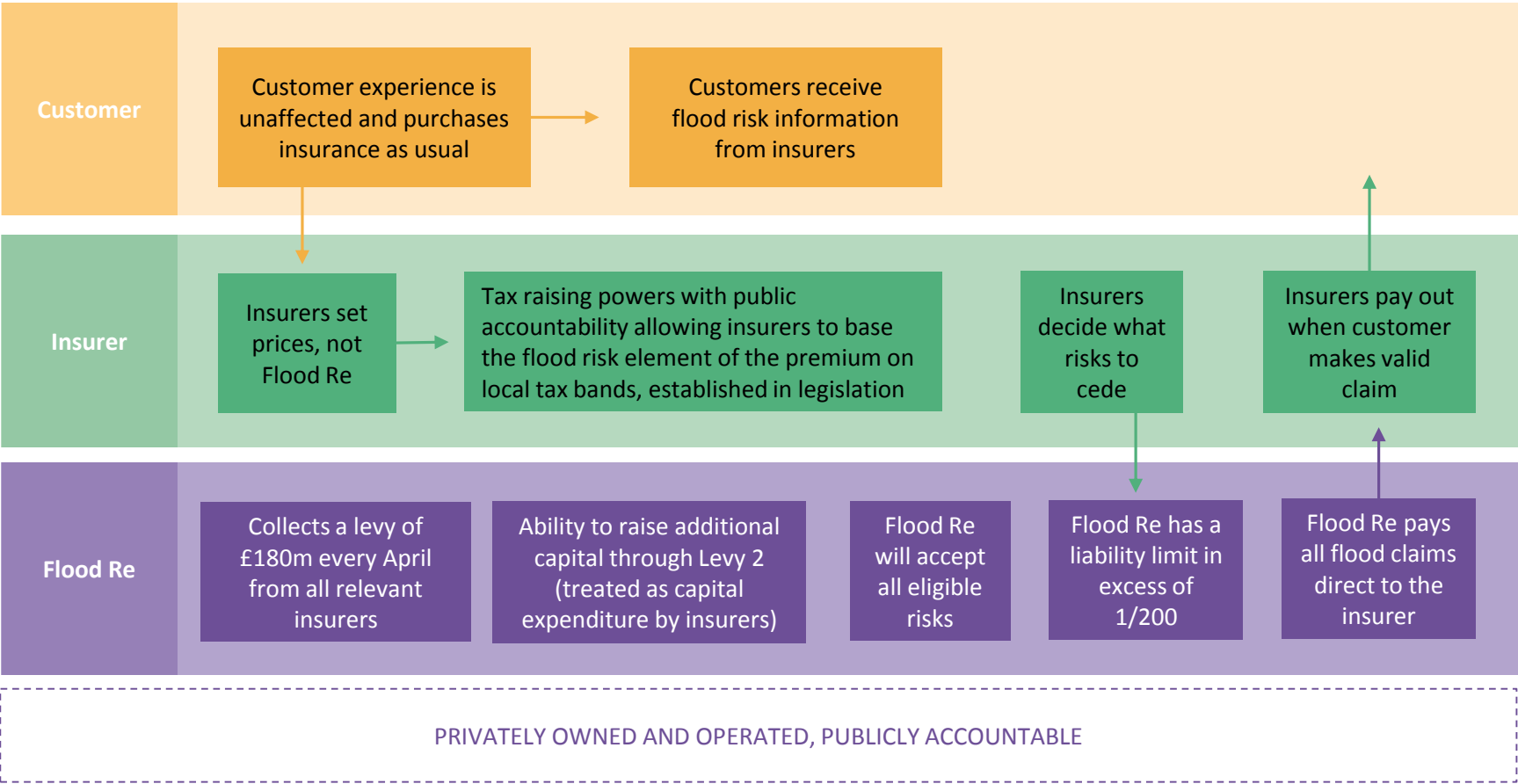
FLOODRE

Additional slides

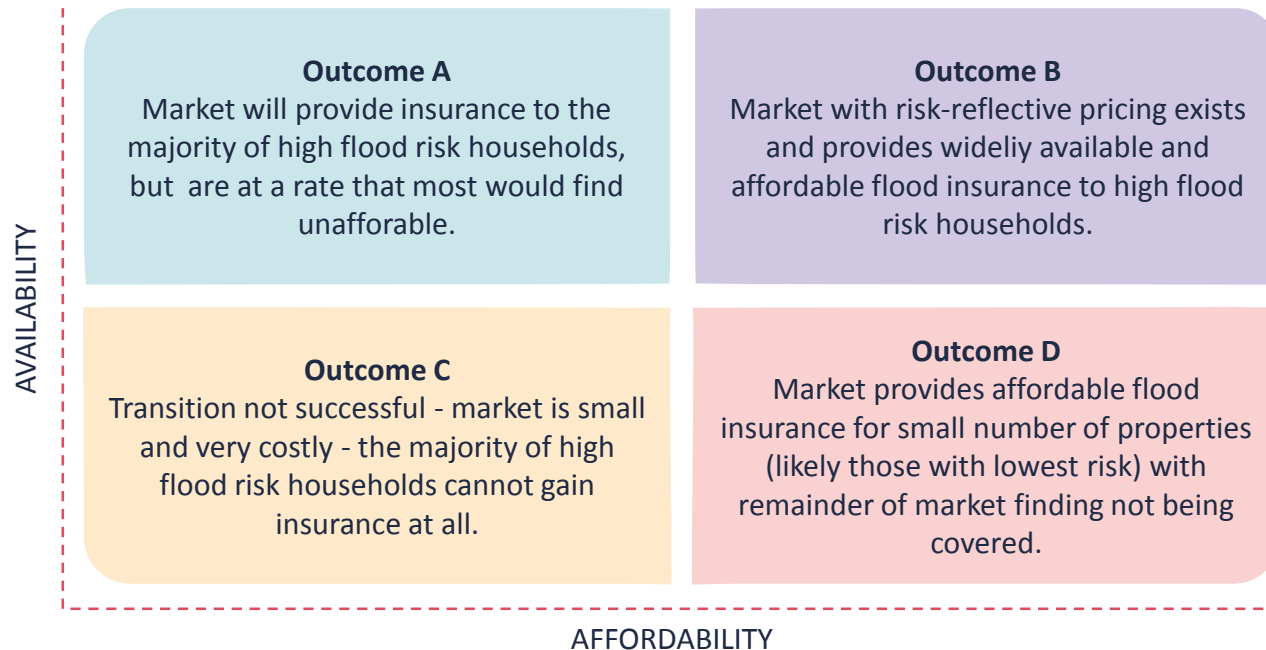


How Flood Re operates

Use a diagram



Potential market outcomes from transition to risk-reflective pricing



Imperative is to reduce cost of flooding