

# Crisis Containment

AIG UK's Crisis Containment is an insurance product, developed to provide companies with the protection and services they need at a time of crisis. Insured companies have access to a wide panel of carefully selected professional services experts who can advise and manage their response. Additionally this insurance reduces the need to hold large contingency funds to cover the considerable costs of handling unforeseen and unpredictable events.

## COVERS

Reimbursement of Crisis Consultants' costs and extra expenses incurred during 30 day period following:

Sudden death, impairment or departure of a senior executive  
 Wrongful detention or kidnapping  
 Loss of patent, trademark or copyright or major customer or contract  
 Government or regulatory investigation or litigation  
 Restatement of financial statements or negative earnings or sales announcements  
 Hostile take-over  
 Insolvency filing for a Subsidiary  
 Workplace violence or injury  
 Manmade disasters  
 Sudden and accidental injury to groups of 10 or more people  
 Damage or destruction of a group of properties  
 Product or service boycott  
 Product recall  
 Strikes  
 Fraud investigation  
 Property damage extortion  
 Computer hacking

### Cover Exclusions

Events affecting the Insured's industry  
 Illegal acts of directors or deliberate violation of regulations  
 War  
 Nuclear reaction or contamination

## TARGET MARKET

Mid to large sized companies.

## UNDERWRITING CONSIDERATIONS

A variety of factors will be considered:

Turnover  
 Company profile  
 Prior incidents  
 Company's existing crisis plans

## INDEMNITY LIMIT

Up to £3 million. Coinsurance 20%.

## DEDUCTIBLE

Strikes - £100,000. Other events - nil.

## MINIMUM PREMIUM

£2,000.

## APPLICATION PROCEDURE

Completed Proposal Form  
 Latest audited Report & Accounts

*Crisis Containment is one of a range of a range of products from AIG UK. Scope and terms are subject to the terms and conditions of the policy. A specimen policy is available on request.*

**THIS INFORMATION IS INTENDED FOR INSURANCE BROKERS AND OTHER INSURANCE PROFESSIONALS**

This insurance is underwritten by AIG UK Limited which is authorised and regulated by the Financial Services Authority (FSA number 202628). This information can be checked by visiting the FSA website ([www.fsa.gov.uk/register](http://www.fsa.gov.uk/register)). Registered in England: company number 1486260. Registered address: The AIG Building, 58 Fenchurch Street, London, EC3M 4AB.

A member company of American International Group, Inc.

These are brief product descriptions only. Refer to the policy for full terms and conditions applicable. Any scenarios are given as brief examples which may give rise to claims. These descriptions should not be relied on to justify coverage in any situation.

# Crisis Containment

**1. Comprehensive definition of a crisis which includes events with the potential to cause financial loss or adverse publicity**

It is not enough to wait until an event becomes a crisis. We recognise the importance of taking action as soon as possible to avoid or mitigate a potential crisis.

**2. Covers the period of time from when an impending crisis is realised up to the moment where the company has implemented the plans and procedures to effectively deal with its consequences (maximum period of 30 days).**

During this period the Crisis Management Team, Crisis Consultants and other specialists will help the victim company choose the best course of action which can determine the future of the company.

**3. 17 Insured Events covered:**

- Sudden death, impairment or departure of a senior executive
- Wrongful detention or kidnapping
- Loss of patent, trademark or copyright or major customer or contract
- Government or regulatory investigation or litigation
- Restatement of financial statements or negative earnings or sales announcements
- Hostile take-over
- Insolvency filing for a Subsidiary
- Workplace violence or injury
- Manmade disasters
- Sudden and accidental injury to groups of 10 or more people
- Damage or destruction of a group of properties
- Product or service boycott
- Product recall
- Strikes
- Fraud investigation
- Property damage extortion
- Computer hacking

The wide range of events covered by the policy will help reduce the company's vulnerability to loss of brand value, customer confidence and share value.

**4. Pays for the fees and expenses of expert consultants**

By using external consultants the company can focus on running the business. In addition it relieves the company of the need to retain large contingency funds for crisis events.

**5. Pays for necessary expenses arising out of handling the crisis**

Travel costs, increased security, press releases, media advertising, etc. can escalate the cost of mitigating the effects of a crisis.

**6. External Consultants work with the company**

Expert consultants can be used as a front line resource or in support of the company's own crisis management plans.

**7. Clients can select the experts they use from a carefully prepared panel. Alternatively they can use their own consultants if approved by AIG UK**

Companies with overseas operations are fully protected. International and local experts are available on the Crisis Containment Expert Panel.

**8. Cover is worldwide**

Companies with overseas operations are fully protected. International and local experts are available on the Crisis Containment Expert Panel.

**9. The Crisis Containment Panel of Experts encompasses a wide range of skills**

Most crises are complex and need a team of specialists from different disciplines to successfully control them. By not limiting the type of expert consultants covered by the policy we offer the client the flexibility and variety of assistance they need.

**LONDON**

Tel: 020 7954 7000  
Fax: 020 7954 7001

**BELFAST**

Tel: 02890 726002  
Fax: 02890 726085

**BIRMINGHAM**

Tel: 0121 236 9471  
Fax: 0121 233 3597

**BRISTOL**

Tel: 0117 929 2616  
Fax: 0117 921 5379

**CROYDON**

Tel: 020 8681 2556  
Fax: 020 8680 7158

**GLASGOW**

Tel: 0141 303 4400  
Fax: 0141 303 4440

**LEEDS**

Tel: 0113 242 1177  
Fax: 0113 242 1746

**MANCHESTER**

Tel: 0161 832 8521  
Fax: 0161 832 0149

**NEWCASTLE**

Tel: 0191 206 4091

**READING**

Tel: 0118 964 2600  
Fax: 0118 964 2680

**WATFORD**

Tel: 01923 229787  
Fax: 01923 251956

**THIS INFORMATION IS INTENDED FOR INSURANCE BROKERS AND OTHER INSURANCE PROFESSIONALS**

This insurance is underwritten by AIG UK Limited which is authorised and regulated by the Financial Services Authority (FSA number 202628). This information can be checked by visiting the FSA website ([www.fsa.gov.uk/register](http://www.fsa.gov.uk/register)). Registered in England: company number 1486260. Registered address: The AIG Building, 58 Fenchurch Street, London, EC3M 4AB.

A member company of American International Group, Inc.

These are brief product descriptions only. Refer to the policy for full terms and conditions applicable. Any scenarios are given as brief examples which may give rise to claims. These descriptions should not be relied on to justify coverage in any situation.