



# An Overview

Providing tailor-made solutions for our clients

UK Insurance

US Insurance

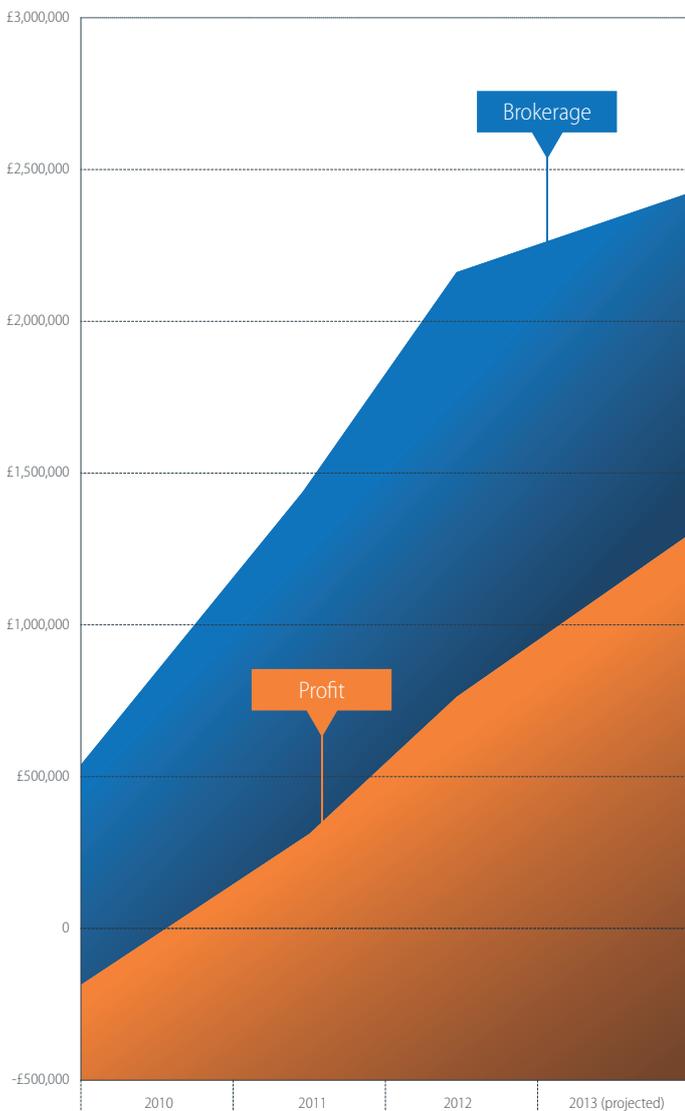
Worldwide  
Insurance



# An Overview

**Prospect Insurance Brokers Ltd** was founded in 2010. Though a relatively new firm, we have a wealth of experience in our team, three of whom have over 40 years service each in the market, and our growth reflects both this expertise and our enthusiasm and commitment to our clients (see chart).

Prospect Income & Profit 2010 - 2013 (projected)



We are determined to continue our growth but only as quickly as is commensurate with maintaining our standards. We stand by the old Lloyd's (and indeed City of London) maxim that our word is our bond. All our trading partners are paid anything they are owed on time, and our clients have claims moneys collected promptly.

There is no easy way, no golden path – only hard work, integrity and innovative skills will see us successfully through this rapidly changing world. Our size and resolute refusal to silo people into rigid structures, mean we can be nimble enough to continue to meet our clients' expectations, which is to enjoy the highest quality of service.

Insurance is an absolute necessity for economic growth under a capitalistic model. No bank will lend to a building project or a homebuyer without insurance. Contracts require those bidding for them to have adequate insurance. Individuals face catastrophic losses from everyday events without protection. In all these ways we can be proud of providing not just a commercial and money-making service, but one which is essential to the social fabric.

**Cliff Webb, October 2013**

Cliff's photo to be supplied

# Senior Management

**Our senior management team** are tremendously experienced and respected in the Lloyd's market, and collectively have over 100 years of experience between them. Their experience is matched by their extensive knowledge and skill, both on the broking and underwriting side.

Cliff's photo to be supplied

**Cliff Webb**  
**Managing Director**

Cliff has been in the insurance industry for over 40 years after obtaining an economics degree from Pembroke College, Cambridge. Beginning his career with 10 years at C.T. Bowring, rising to assistant director, he became a founding partner with Robert Fleming Insurance Brokers. In late 1989 he joined another new broker Rattner Mackenzie Ltd and was elected to the board in 1991. For 25 years Cliff has specialized in binding authorities, and was responsible for that part of the business. He left Rattner Mackenzie in order to form Prospect Insurance Brokers in late 2009.

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Jamie's photo to be supplied

**Jamie Webb**  
**Director**

After obtaining his business studies degree, Jamie joined Rattner Mackenzie on their graduate trainee programme. He then moved to the Bermuda office where he served nearly three years learning about that market and its interplay with the world reinsurance market. He was then transferred to the New York office where he was employed principally to build the business of a major coverholder. Jamie also left Rattner Mackenzie in late 2009 for the new company. Jamie's outstanding work for Prospect gained him recognition at Insurance Day's 2012 awards, where he won the 'Young Broker of the Year' award.

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Bruce's photo to be supplied

**Bruce Shepherd**  
**Director**

Bruce has worked in the Lloyd's market for over 45 years spending the first 15 years as a broker. In 1982 Bruce moved to underwriting to become deputy underwriter of syndicate 807; a Kiln managed syndicate. In 1992 Bruce was appointed a director of Kiln. He has written most classes of business from around the world but has specialized mostly in the USA and Canadian markets. Bruce retired from Kiln after completing 30 years as an underwriter and has taken up a roll with Prospect Brokers, where he has had a long term relationship with the principals for over 30 years.

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**Core Activities**

We draw upon well established relationships throughout Lloyd's, London Company and International Markets to find the most effective solutions to insurance and reinsurance needs.

Our business is currently split in to three divisions:

- USA
- Worldwide
- UK

Our extensive knowledge and experience, and our dedication to provide clients, business associates and underwriters with the highest possible quality of service have ensured that Prospect have grown rapidly in all of these territories.

# Our current services

Accident & Health

Affinity

Bloodstock and Livestock

Cargo

Cyber Liability

Energy

General Liability

Intellectual Property

Kidnap & Ransom

Life

Limousines & Chauffeurs

Logging Equipment

Marine Crew Cover

Medical Malpractice

Mobile Homes

Product Recall

Professional Liability

Property

Terrorism

Transportation

Travel

UK Commercial

UK Residential Property

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