

EVERY ORGANIZATION HAS CYBER RISK



Technology is transforming the modern business landscape – not only speeding innovation and productivity, but also widening the door to cyber threats. This means that every business, regardless of industry, geography, or size, is exposed to cyber risk. And the stakes are escalating: the global cost of cybercrime is estimated at close to \$600 billion¹ – \$100 billion more than in 2014 – and is expected to rise with the growing use of technology and internet-connected devices.

Data breaches continue to plague organizations; the average number of successful breaches per company each year has risen more than 27 percent, to 130 in 2017.² But if you think your organization is immune because it doesn't handle sensitive customer data, think again.

¹ McAfee and the Center for Strategic and International Studies, Economic Impact of Cybercrime — No Slowing Down.

² Ponemon Institute and Accenture, 2017 Cost of Cyber Crime Study.

Cyber-attack and massive data fraud rank as **top 5 business risks** for the first time.

– WORLD ECONOMIC FORUM 2018

Cost of data breach will reach **\$2.1 trillion globally** by 2019.

– JUNIPER

We had to **install an entire infrastructure...** 4,000 new servers, 45,000 new PCs, 2,500 applications...a heroic effort over 10 days.

– J. HAGEMANN SNABE, CHAIRMAN,
A.P. MOLLER-MAERSK, ON NOTPETYA IMPACT

50 billion devices will be connected to the internet by 2020.

– OLIVER WYMAN

The new normal today in cyber is an **increasing frequency of attacks, increasing aggressiveness, and increasing disruptive cyber operations.**

– J. DARBY, DEPUTY CHIEF, NSA
CYBERSECURITY OPERATIONS

CYBER RISK THREATENS YOUR BUSINESS, NOT JUST YOUR IT SYSTEMS

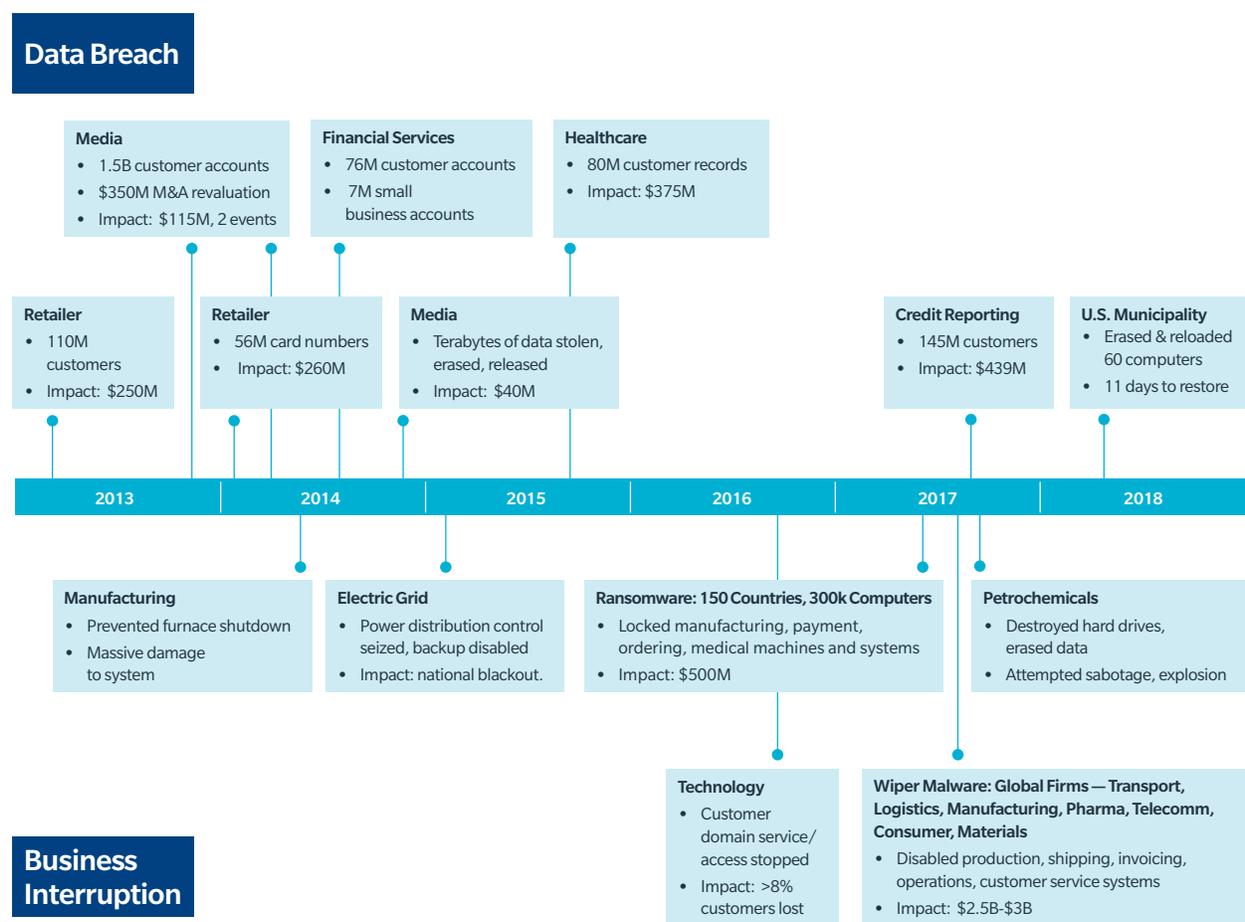
Today, cyber-attacks have moved beyond data breach to disruptive and even destructive attacks that can paralyze business operations. In 2017, two forms of malicious malware ('NotPetya' and 'WannaCry') spread rapidly across the world, encrypting hundreds of thousands of computers and paralyzing businesses in numerous industries, including manufacturing and transportation. Aggregate economic damage from these two attacks is estimated to exceed \$3 billion.³

Cyber risk has raised the stakes. Gone are the days when the IT department alone was charged with assessing, preventing and defending against cyber-attacks. Cyber risk is now an enterprise-wide concern given the potential consequences – lost revenue; response and recovery costs; and damage or loss of intellectual property, business relationships, job security, and customer confidence. All companies are vulnerable.

\$3 billion+
economic damages
from NotPetya and
WannaCry attacks.

Major Cyber-Attacks, 2013-2018

Impact: Financial Losses and Expenses, Estimated



³ Cambridge Centre for Risk Studies and Risk Management Solutions, *Cyber Risk Outlook 2018*

EVERY ORGANIZATION CAN BENEFIT FROM CYBER INSURANCE

Every company should have a comprehensive cyber risk management strategy, and cyber insurance should be a core component. An essential financial instrument in the risk management toolbox, cyber insurance is complementary to cybersecurity, not an alternative.

WHAT DOES CYBER INSURANCE COVER?

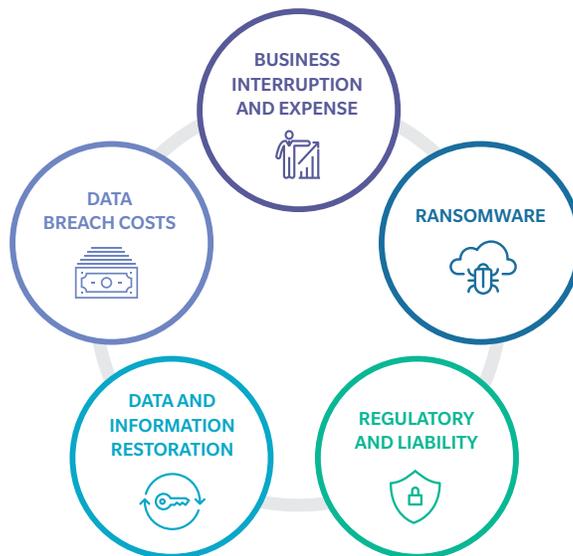
Cyber insurance should ideally be tailored to the unique cyber risk profile of an individual organization, which is shaped by the firm's use of technology in its operations; interactions with vendors, suppliers, customers, and other third-parties; and how it collects, handles, stores, and transmits confidential information. Generally, however, most cyber policies will include a range of basic coverages and can be tailored to include additional coverages.

In addition, policyholders benefit from a range of value-added services provided by carriers to help improve and strengthen organizational cyber defenses. These services can include technical advice and risk mitigation counsel; vulnerability detection tools; and cyber education and incident response planning.

WHAT IS THE VALUE OF CYBER INSURANCE? WILL IT PAY?

Cyber insurance has proven responsive. Cyber insurers paid direct statutory losses totaling \$226 million in 2017, a \$30 million increase over 2016.⁴ For high-severity cyber events where the financial impact is significant, cyber insurance is a cost-efficient risk transfer tool that can help companies mitigate cyber-attack cash outflows and losses.

GENERAL CYBER INSURANCE COVERAGES



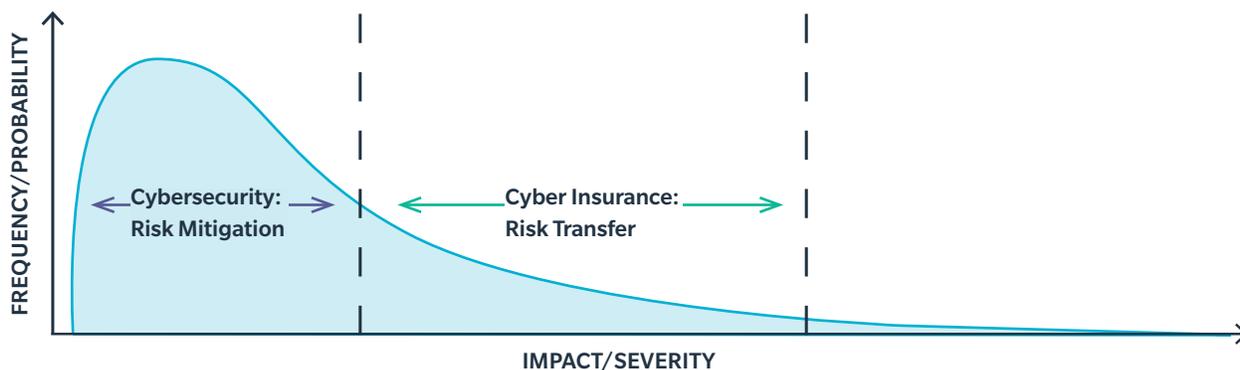
WHY SHOULD I BUY CYBER INSURANCE? MY FIRM INVESTS HEAVILY IN CYBERSECURITY TECHNOLOGY.

Despite soaring cybersecurity budgets, the cost of cyber risk continues to climb. The fact is, cyber risk cannot be eliminated: it must be managed. No technology or firewall can stop every cyber threat. When the inevitable happens – a cyber-attack penetrates

your organization and impacts your networks, systems, and/or operations – cyber insurance responds. It protects your firm from the potentially devastating economic consequences of a high severity cyber event, as well as the financial impact of more “routine” cyber events.

Risk Management Optimization

Cyber Insurance and Cybersecurity are Complementary



⁴ Credit Sights, P&C Insurance: Cyber Market Continues to Grow, June 2018

QUESTIONS ABOUT CYBER RISK MANAGEMENT? MARSH HAS ANSWERS

Cyber risk may be pervasive, but it can and should be managed like all other organizational risks: strategically, quantitatively, and resiliently. At Marsh, we help you manage cyber risk with confidence. We apply proprietary analytics and modeling tools to help you understand and quantify your cyber exposure, and evaluate your cyber insurance needs. We then apply our expert analysis to design and deliver best-in-class risk management solutions tailored to your firm's specific cyber risk profile and risk tolerance.

Talk to Marsh today about how we can apply our knowledge, experience and market-leading products to:

- Assess and quantify the potential cost of a cyber-attack on your firm.
- Design and deliver a tailored insurance program that aligns with your existing policies and optimizes your cyber risk investment.
- Strengthen your cyber resilience and response through custom education and coaching programs; planning and performance reviews; and risk mitigation and loss prevention tools.



To learn more about our cyber risk management solutions, contact the Marsh Cyber Center of Excellence at cyber.growth@marsh.com or:

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**MARSH'S CYBER
INSURANCE
PRACTICE BY
THE NUMBERS**



80+

DEDICATED CYBER COLLEAGUES,
AMONG MORE THAN 300
FINPRO COLLEAGUES.

PLACING MORE THAN
\$750 MILLION
PREMIUMS ANNUALLY.



PIONEER OF
30 YEAR-OLD
CYBER INSURANCE MARKET.

MORE THAN
6,000
CYBER AND E&O CLIENTS.

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