

MARSH ANALYTICAL PLATFORM (MAP)



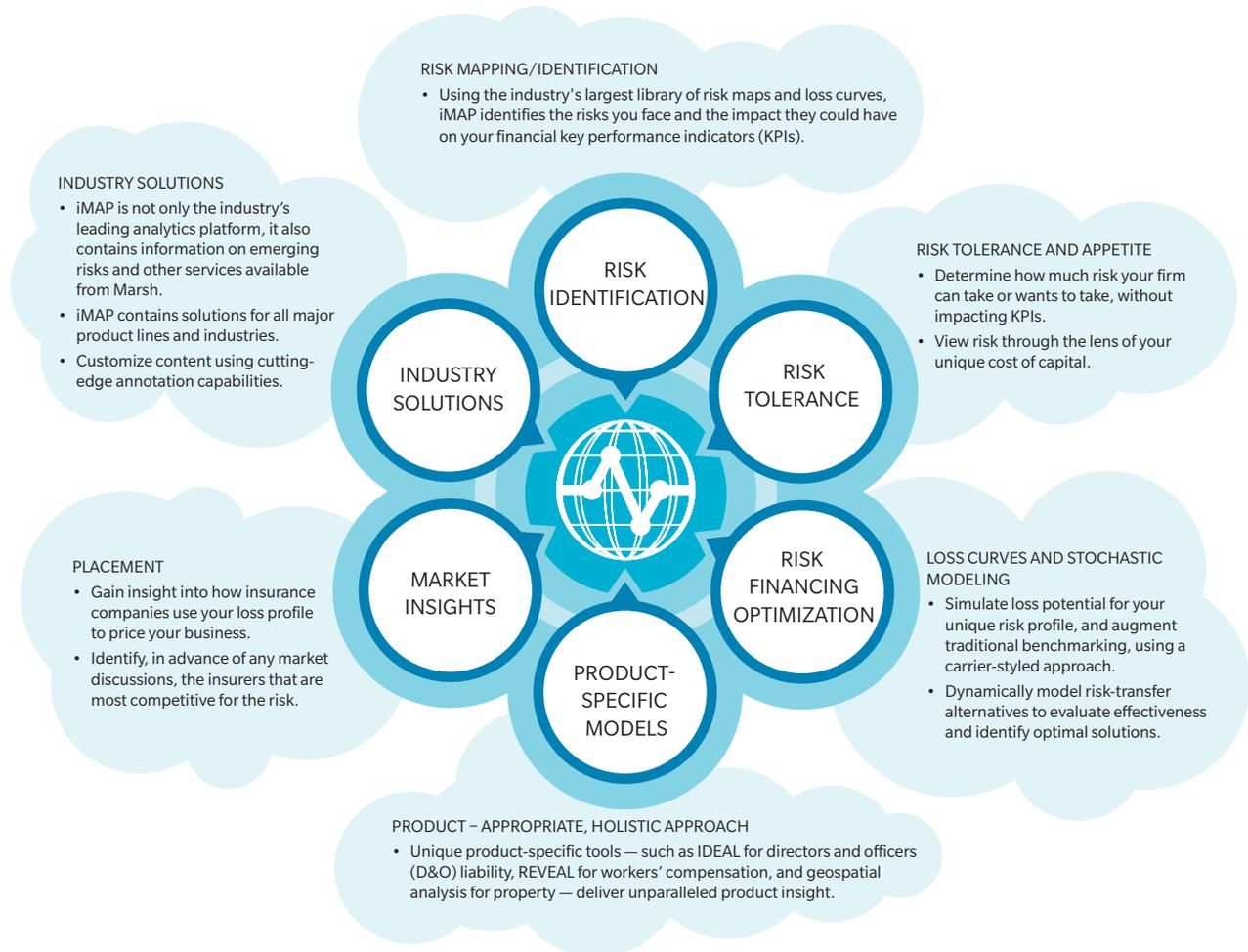
ANALYTICS ARE CHANGING RISK MANAGEMENT

Mobile technology, “big data,” risk-adjusted benchmarking, predictive analytics, and other innovations are leading to exciting new ways to analyze risk and help inform strategic business decisions.

“Data analytics” is the use of raw data to produce insights or conclusions that can be acted upon. It supports fact-based decision making and has significant potential to be leveraged in the risk management space. Risk managers have an opportunity to become even more engaged in their organization’s strategic direction and execution by demonstrating how deliberate risk management methodologies help drive a disciplined approach to risk-based decisions.



Marsh's data, analytical approach, our tablet app powered by the Marsh Analytical Platform (iMAP), and overall investments in client-centric technology create a best-in-class platform for advising clients on their risk financing options.



Please contact your Marsh client executive or one of the individuals listed below for a demonstration.

DAVID HEPPEN, FCAS, MAAA
 +1 212 345 0105
 david.heppen@marsh.com

NICHOLAS DURANT
 +1 212 345 4036
 nicholas.durant@marsh.com

Marsh is one of the Marsh & McLennan Companies, together with Guy Carpenter, Mercer, and Oliver Wyman.

This document and any recommendations, analysis, or advice provided by Marsh (collectively, the "Marsh Analysis") are not intended to be taken as advice regarding any individual situation and should not be relied upon as such. This document contains proprietary, confidential information of Marsh and may not be shared with any third party, including other insurance producers, without Marsh's prior written consent. Any statements concerning actuarial, tax, accounting, or legal matters are based solely on our experience as insurance brokers and risk consultants and are not to be relied upon as actuarial, accounting, tax, or legal advice, for which you should consult your own professional advisors. Any modeling, analytics, or projections are subject to inherent uncertainty, and the Marsh Analysis could be materially affected if any underlying assumptions, conditions, information, or factors are inaccurate or incomplete or should change. The information contained herein is based on sources we believe reliable, but we make no representation or warranty as to its accuracy. Except as may be set forth in an agreement between you and Marsh, Marsh shall have no obligation to update the Marsh Analysis and shall have no liability to you or any other party with regard to the Marsh Analysis or to any services provided by a third party to you or Marsh. Marsh makes no representation or warranty concerning the application of policy wordings or the financial condition or solvency of insurers or re-insurers. Marsh makes no assurances regarding the availability, cost, or terms of insurance coverage.