

NAVIGATING RISK WITH MARSH'S CYBER COMPASS



CYBER RISK

Cybersecurity is no longer just an IT issue. It is an enterprise risk issue that must be considered and addressed by many stakeholders throughout small and large companies across all sectors.

A cyber-attack or other event can cause severe disruption and damage across an organisation. Marsh's approach to managing cyber risk is multidimensional, comprehensive, and inclusive across the enterprise.

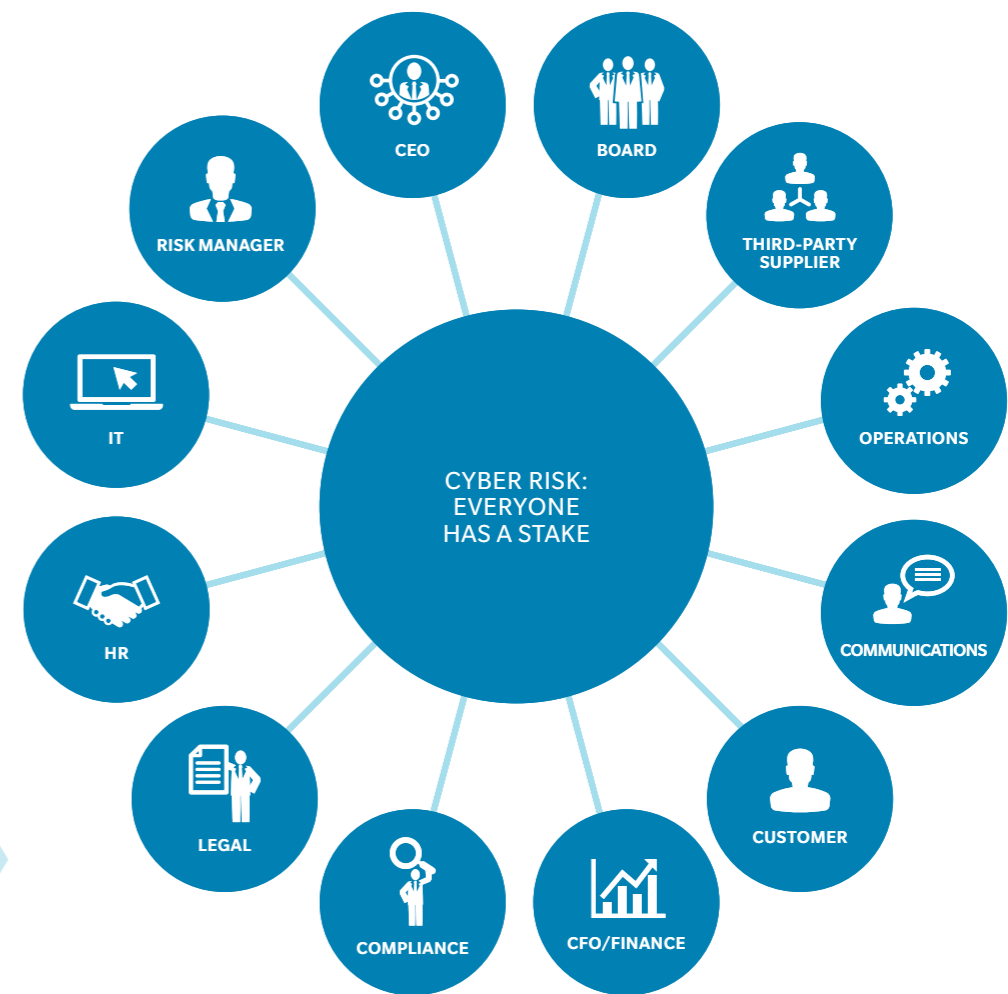
Cyber risks facing organisations are wide-ranging, consequences of which include operational disruption, regulatory scrutiny, lawsuits, reputational damage, and employee exposures.

Navigating Cyber Risk

In changing the approach to cyber risk management, businesses can now find their way through the cyber labyrinth with Marsh's Cyber Risk Compass, a significant development in addressing complexity of cyber risk, reducing complex wordings and promoting simplicity, efficiency and risk management streamlining thanks to a 360 degree view on client needs.

This holistic approach covers every angle for the first time, from expertise and tailored coverage down to an integrated set of advisory services. The Compass allows the client to head in the direction they want in order to personalise their service or coverage.

THE CYBER RISK COMPASS PROMOTES SIMPLICITY, EFFICIENCY AND RISK MANAGEMENT STREAMLINING THANKS TO A 360 DEGREE VIEW ON CLIENT NEEDS.



MARSH CYBER RISK COMPASS

The Compass, intertwined with the CIA approach (see page 5), ensures a completely new risk management solution tailored to the needs of each and every client. It gives clients absolute choice on how they wish to structure their cyber risk management approach, including risk transfer to the insurers and risk consulting and analytics, without needing to bundle these services.

Ransomware attacks such as *WannaCry* and *Petya* are evidence that with digitalisation the financial consequences of a cyber-attack can be substantial, with computer systems potentially unavailable for a number of days. The purpose of cyber insurance is complementary to cyber security: the former deals with severity (indemnify the financial impact) while the latter regards frequency (keep malware out of an organisation's IT system as much as possible).

Marsh has designed a solution able to communicate at every level within an organisation, rendering it a topic for the C-suite and not only Chief Information Security Officers (CISOs).

Combined with the increasing pressure coming on the legislative side, the Compass has broken away from the previously excessive focus on actual insurance policies, instead positioning cyber insurance as a complementary but fundamental tool in the cyber risk management process.

The Cyber Risk Compass facilitates the localisation of a global emerging risk to deliver a tailored solution for any level of coverage, for every type of client.

The Marsh Cyber Risk Compass guides customers to successfully manage:

- **Risk Transfer:** to indemnify all financial consequences following an IT event or a data breach
- **Risk Assessment:** embracing technological and organizational controls and vulnerabilities to understand and quantify your main cyber scenarios
- **Risk Control:** setting the suitable risk mitigation strategy to benchmark your organisation in terms of IT security maturity
- **Risk Response:** allowing the prompt identification and management of cyber incidents

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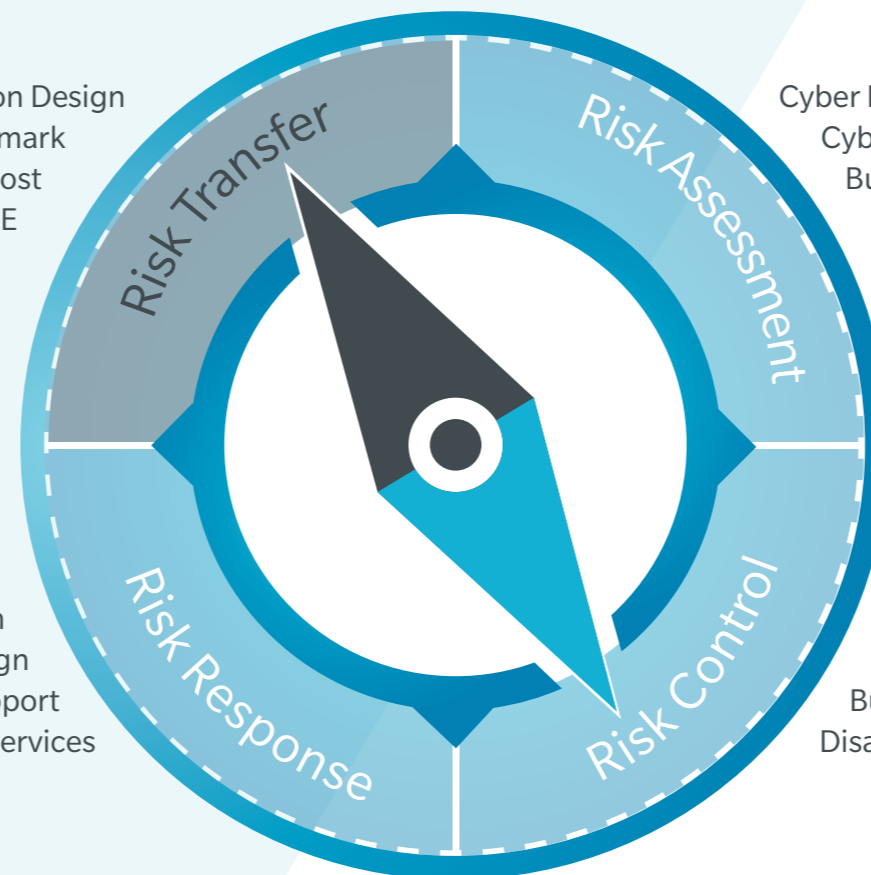
The Marsh Cyber Risk Compass links together insurance and advisory services:

- Design of the suitable insurance solution based on benchmark and data analytics. Marsh configures the best insurance solution taking advantage of proprietary loss modeling tools based on the extensive claims database. On customer request Marsh is able to facilitate a Cyber Risk Financing Workshop focused on financial impact of key cyber loss scenarios and the role of insurance solutions in the overall cyber risk control strategy.
- Unique capability to deliver advisory services able to support the customer in analysing cyber risks, implementing organisational control measures, raising employees' awareness and define a proper crisis management plan to be activated in case of IT event or data breach.

In all four directions Marsh is able to deliver sophisticated and unique services, ranging from insurance design to loss mitigation and crisis management.

Insurance Solution Design
Global & Industry Benchmark
Modeling of Data-Breach cost
Cyber Risk Ranking by CYENCE
Insurance Gap Assessment

Cyber Crisis Management Planning
Cyber Crisis Management Simulation
Cyber Incident Response Process Design
Claims Advocacy & Litigation Support
Forensic Advisory Services



Cyber Risk Financing Workshop
Cyber Impact Analysis
Business Interruption Estimate
Information Security Risk Assessment
Privacy (GDPR) Gap Assessment

Cyber Risk Awareness Program
Cyber Risk Strategy Design
ISO27001 Implementation
Business Continuity Management
Disaster Recovery Planning

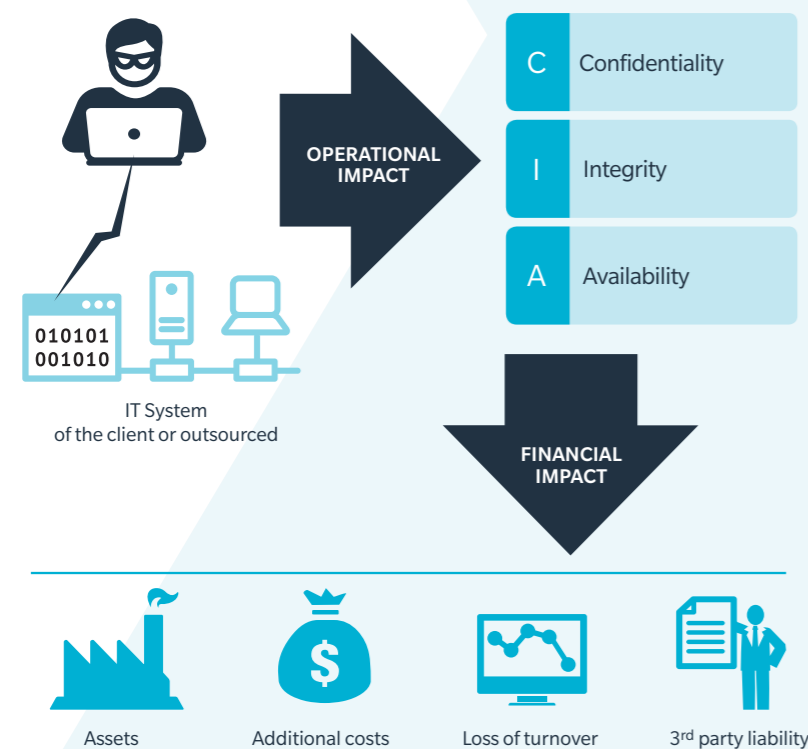
DELVING INTO THE CIA APPROACH

Cybersecurity is no longer just an IT issue. It is an enterprise risk issue that must be considered and addressed by many stakeholders throughout the organisation. Simply throwing money at the problem will not make it go away.

The CIA approach efficiently takes in hand three pillars of what clients have told us are their greatest fears:

- **Confidentiality** – for example suffering a client data breach such as loss of credit card details which could have far-reaching consequences including class action suits;
- **Integrity** – for instance a cyber attack on an online shop which alters prices down by 90% and has the potential to savage the shop’s turnover;
- **Availability** – a whole IT system is brought to a halt by hackers, leading to lost revenue and even claims from third parties.

The CIA approach is already well established in the information security industry, and is inherently interconnected with the Marsh Cyber Compass to complete this new risk management solution.



Marsh Cyber Risk Advisory

Marsh’s Cyber Risk Advisory provides actionable intelligence that your management team can use to make informed risk-based decisions in an increasingly connected economy. Marsh brings together world-class expertise across the diverse areas of cybersecurity, preparedness, and claims and crisis management — from risk analyses and vulnerability assessments to incident response and loss recovery. We collaborate with specialist cyber assessment firms and other experts, enabling us to deliver comprehensive solutions to your organisation.

Why Marsh Cyber?

Each client has a different risk profile, risk appetite, and strategy around insurance. Many organisations choose to purchase a risk transfer program not just as a solution for balance sheet protection, but for contractual evidence and compliance. Marsh works with you to design the best available program to meet your needs.

Cyber risk is evolving so rapidly that only a trusted advisor, innovator, and market maker can help you surmount the largest cybersecurity threats today, and those of tomorrow. We evaluate every client according to the Marsh Cyber Risk Compass so that you can assess, manage, and respond to risks with the right mixture of risk transfer and advisory solutions.

<p>Clear wording our own clear cyber wording co-written with CISOs</p>	<p>Dedicated claims team localised in all major countries</p>	<p>Free modelling of cyber exposure for B2C clients</p>
<p>+100 countries Long-standing global presence</p>	<p>Award-nominated European Risk Management 2017 - Finalist</p>	<p>4th revolution, regulation an offer that fits with the new, changing environment</p>
<p>2014, 2015, 2016 Advisen Best Cyber Risk Broking Team</p>	<p>Local cyber expertise cyber experts in 20+ countries across Continental Europe</p>	<p>#1 broker for market share across Continental Europe</p>
<p>Close relationships with EU institutions, local authorities</p>	<p>Cyber stress test web-based cyber assessment</p>	<p>GDPR stress test web-based GDPR cyber assessment</p>

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