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## **FOR IMMEDIATE RELEASE**

### **Crawford & Company® establishes UK Escape of Water team New dedicated EOW division led by Iain Salkeld**

**LONDON (10 April 2018)** – Crawford & Company® (NYSE: CRD-A and CRD-B), the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities, has set up a new dedicated escape of water loss adjusting team in the UK.

The Escape of Water (EOW) team provides a bespoke loss adjusting and claims management solution which has been established in response to the escalating costs and increasing customer challenges relating to an EOW claim. Composed of specially trained EOW building adjusters and led by qualified surveyors, the establishment of the team marks a shift in approach by Crawford® to such claims by treating them as a standalone peril handled by a dedicated team.

Escape of water is consistently the most expensive peril for domestic property insurers. According to the Association of British Insurers, domestic claims totaled £483m for the first nine months of 2017 and accounted for claims costs of £654m in 2016. Customer service data also indicates that 63% of complaints registered on higher value buildings claims relate to escape of water.

Under the leadership of Iain Salkeld, and with a dedicated Escape of Water Claims Centre in Manchester, the team aims to help insurers reduce the costs associated with such claims while also improving the quality of service delivered to customers. Salkeld has over 15 years of experience in the loss adjusting arena. He was formerly Head of Crawford Surveying Services in the UK and joined Crawford in 2008.

Salkeld said: "There are a number of factors increasing the potential for escape of water losses, ranging from general wear-and-tear-related pipework failures, through to changes in construction practices and life-style trends, such as the introduction of wet rooms and underfloor heating. Through the new EOW team we are

creating a dedicated resource committed to helping insurers drive down these rising costs while also delivering a more responsive and effective solution to their customers. By speeding up the response process and reducing the number of 'touch points' our aim is to help to reduce existing claims expenditure by up to 10 percent."

Clive Nicholls, Chief Executive Officer, UK & Ireland at Crawford, adds: "There is no doubt that the focus on escape of water claims in the property insurance market will only intensify in the coming years. By launching our team of EOW building adjusting specialists, we are recognizing this fact and offering our clients a service which is 100 percent focused on tackling the unique and increasingly complex aspects of this risk. Under Iain's expert direction, we expect the team to become a strong part of our overall adjusting services very quickly."

#### **About Crawford**

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities with an expansive global network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights and the Company's ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75% of CRD-A, voting as a class. More information is available at [www.crawfordandcompany.com](http://www.crawfordandcompany.com).

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