



**FOR IMMEDIATE RELEASE**

**MS AMLIN LAUNCHES NEW SHOP PRODUCT ON ACTURIS**

**London – 3 July 2017**

MS Amlin, the specialist global (re)insurer, is pleased to announce the launch of a new Shop product for the Acturis e-trading platform.

MS Amlin's ambition is to make it easy for UK brokers to do business by offering multiple ways of trading SME products. From enhancing its e-trading capability to growing its regional presence through its local offices, MS Amlin is determined to offer brokers simple and effective ways of doing business.

MS Amlin's e-trade Shop product is specifically designed for individual and small chains of shops including salons. It offers the flexibility to quote insurance on 250 trades and 36 health and beauty salon treatments.

MS Amlin has strong growth ambitions in the UK SME marketplace. The launch of this product demonstrates MS Amlin's strong partnership with brokers to develop its overall proposition to meet the changing needs of brokers and clients in this dynamic market.

**Grant Thompson, Head of UK Commercial Underwriting at MS Amlin, comments:** "Our Shop product is designed to maximise straight-through processing but simultaneously retains the ability to create bespoke propositions for portfolio opportunities. The launch of our Shop product adds to our growing e-trade portfolio and is the third release within a year with more products planned. MS Amlin's continued expansion in e-trading capability demonstrates our desire to embrace innovation and offer a range of insurance products that meet the needs of our brokers.

**Thomas Stuart, Insurance Development Director at Acturis, adds:** "This new product adds to MS Amlin's SME property presence on Acturis and gives brokers slick and easy service to support retail customers. We continue to work closely with MS Amlin, strengthening our relationship and building further products together."

\*\*\*ENDS\*\*\*

**Note to editors:**

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***About MS Amlin:***

*MS Amlin is a leading insurer and reinsurer, part of the global top-10 insurance group MS&AD, with operations in the Lloyd's, UK, Continental European and Bermudian markets. With a 300-year record and more than 2,400 people in 26 locations worldwide, we deliver continuity for businesses facing the most complex and demanding risks. Our role places us at the forefront of the Property & Casualty, Marine & Aviation and Reinsurance markets.*

*We are experts in underwriting, with both technical capability and deep knowledge of the areas we insure. Our claims service aims to set the industry reference point for quality, with efficient, fair and timely claims management.*